**Application Pack**

**Policy and Engagement Lead**

**In this pack:**

About us p. 2

Job description p. 4

How to apply p. 6

About us

Origins

[Wellbeing Economy Alliance (WEAll) Scotland,](https://wellbeingeconomy.org/scotland) officially founded in June 2018, is a registered charity and the most established local hub of WEAll Global to date, aiming to help build a Wellbeing Economy in Scotland.

Across the country, the purpose of the economy and dominant model of growth is being reconsidered, with pioneering projects springing up across different sectors. The Scottish hub emerged from the energy here to accelerate system change and to transform our economy into one that serves people and communities first and foremost, while respecting our natural environment.

With a significant number of renowned partners, WEAll Scotland aims to amplify the work already underway in order to drive change by co-creating, testing and lobbying for alternative policies, practices and models, and identifying cross-sectoral opportunities. The hub offers vital coordination and strategic direction, which are required at a national level to support Scotland to lead the way towards fundamental system change.

Impact so far

*Members:* WEAll Scotland has built up a substantial network of partner organisations who share our values and work alongside us, to accelerate the transition to a Wellbeing Economy

*Knowledge and Ideas:* WEAll Scotland team members and Allies have shared their learning on [alternative business models,](https://wellbeingeconomy.org/employee-ownership-and-co-operatives-in-scotland-a-ten-year-transformation-by-sarah-deas) the urge to [get economies off growth](https://wellbeingeconomy.org/the-oecd-as-the-clinic-to-get-our-economies-off-growth-blog-by-katherine-trebeck), [macro-structures](https://wellbeingeconomy.org/resources), [grassroots developments](https://www.christianaid.org.uk/news/wellbeing-economy), [the role of youth in economic system change](https://wellbeingeconomy.org/in-the-fight-for-economic-system-change-young-people-are-most-at-risk-and-have-most-to-gain-sam-butler-sloss), [poverty](https://wellbeingeconomy.org/poverty-and-the-need-for-a-wellbeing-economy-blog-by-anna-chrysopoulou-for-weall-scotland), and what a [Wellbeing Economy would look like for Scotland](https://wellbeingeconomy.org/wp-content/uploads/2020/02/WEAll-Ideas-WBE-for-Scotland-Feb-6-2020.pdf). WEAll Scotland has received significant press coverage, including in [The Herald,](https://www.heraldscotland.com/opinion/17599303.agenda-building-economy-will-work/) [The Independent](https://www.independent.co.uk/voices/climate-crisis-change-greta-thunberg-voting-extinction-rebellion-a9127961.html?fbclid=IwAR2GNG2GlSXD_WwhSwrfxxNhdY2y2hjytnpyB94mInUhRfsFM1Z06qN8wOk), [The National,](https://www.thenational.scot/news/17627201.experts-plea-europe-prioritise-sustainability-wellbeing-growth/) [BBC Radio Scotland](https://www.bbc.co.uk/programmes/p06y176l)**.**

*Policy change:* WEAll Scotland has successfully advocated for the integration of wellbeing indicators into core government policies in Scotland, through involvement in a number of important areas such as the groundbreaking Care Review. WEAll Scotland was core to the establishment of the [Wellbeing Economy Governments (WEGo)](https://www.gov.scot/groups/wellbeing-economy-governments-wego/) initiative, after instigating the partnership between Scotland, Iceland and New Zealand, which was launched in 2018.

*Events:* WEAll Scotland has hosted two major conferences - in 2018 and 2020 - with Nicola Sturgeon addressing the second of these. In addition to these conferences, WEAll Scotland has run a number of events targeted at specific sectors of the economy:

* In partnership with Oxfam Scotland and Mayfield & Easthouses Development Trust (in Midlothian), WEAll Scotland ran a workshop with community organisations to define what a Wellbeing Economy would mean for their community; an initiative which could be potentially extended to other communities across the country. At a business and finance level, business leaders were brought together at a roundtable event to explore the potential of shifting business paradigms; and various actors from the finance sector considered a possible collaboration for a Wellbeing Economy at a co-hosted dinner with Baille Gifford.
* We also brought together thought leaders for a dialogue about the Wellbeing Economy agenda in Scotland, hosted by the Moderator of the Church of Scotland. Our team and Allies have contributed to numerous third party events where our insight and vision was sought.

Our funding

WEAll Scotland operated as a voluntary organisation for the first two years of its operations. In 2020 we were granted significant funding from Friends Provident Foundation for the flagship Allies programme, which underpins our network.

Our board and team

WEAll Scotland is a highly respected organisation with substantial influence on the adoption of the Wellbeing Economy agenda in Scotland. Without financial resources, WEAll has achieved this via:

* [**Core Team**](https://wellbeingeconomy.org/scotland/scotland-team) – a team of 8 part-time volunteers carrying out development, management and operational tasks
* [**Board of Trustees**](https://wellbeingeconomy.org/scotland/scotland-team)– 8 voluntary directors, providing governance and oversight

Job Description: Policy and Engagement Lead

**Location:** Home based. Successful candidate will be based in Scotland, or willing to relocate; once pandemic restrictions lifted, role will involve travel throughout Scotland

**Salary:**Grade 2: £30,815 FTE (£24,652 annual)

**Hours:** 4 days per week pro rata

**Contract length:** Fixed term contract until end of Nov 2022, with extension subject to further funding

**Reporting to:** Director

**Manages:** No line management responsibility

About the role

The Policy and Engagement Lead will play a key role in influencing across parliament, local government and business audiences. Our flagship Allies programme aims to create a network who help to collectively deliver and promote the feasibility and desirability of transition to a Wellbeing Economy, and you will coordinate and support our Allies to promote Wellbeing Economy messages to various levels of government and other policy audiences. You will collaborate in various activities to support both practice and policy changes.

WEAll Scotland has a strong external profile and you will represent the network externally with key stakeholders from business, government and civil society. You will present at events and will also support key voices from within the core team and network to be heard at external events.

You will support evaluation and monitoring across the organisation, and will create useful summaries of the impact of work which is in support of a Wellbeing Economy, enabling Allies to contextualise this for their specific work. You will also guide the work of WEAll Scotland by horizon scanning, alongside the Communications Lead.

Key Responsibilities

* Network building across WEAll Scotland and for the Allies programme
* Parliamentary knowledge and influencing - in particular, coordinating and supporting Allies to promote Wellbeing Economy messages to various levels of government (especially Holyrood and local government) and other policy audiences, such as business
* Support the WEAll Scotland Allies network to influence policy debates by coordinating them to undertake co-created advocacy
* Collaborate with the Allies in producing evidence and analysis for a range of audiences
* Horizon scanning with the Communications Lead
* Distill key policy messages from work with Allies and co-create mechanisms to promote to relevant policy makers
* Occasionally delivering presentations at some events, mostly external
* Working with the Director to translate the meaning of a Wellbeing Economy into community application
* Supporting evaluation and monitoring across our projects
* Create useful summaries of the impact of a Wellbeing Economy for Allies in order for them to be able to contextualise their work

Key Skills and Experience

*Essential*

* Ability to build, facilitate and mobilise a network of diverse stakeholders to influence policy and work together effectively
* Deep commitment to WEAll Scotland’s aims and objectives
* Knowledge of new economic ideas and concepts
* Experience of parliamentary influencing (especially at Holyrood)
* Experience delivering messages to various levels of government and other policy audiences
* Confident and capable communicator, both in writing and in presentations
* Ability to translate complex messages into those which are easy to understand, and which are applicable to a range of individuals and organisations
* Strong research skills, both quantitative and qualitative
* An understanding of diversity and inclusion work and commitment to tackling all institutional forms of oppression, bigotry and exclusion
* Experience in monitoring and evaluation of projects

*Preferred/Optional*

* Excellent knowledge of Wellbeing Economics
* Connected to key people involved in influencing the Wellbeing Economy movement agenda across Scotland

How to apply

To apply, please download an [application form](https://docs.google.com/document/d/1InhPEwfXG2REhIoHXbC0D0p42yrfFceC/edit?rtpof=true), complete it and send it to jobs@scotland.weall.org before the closing date. Please send your application as a Word document or google doc (not a PDF) and please do not include any other documents with your application - they will not be read.

Closing date for applications: **23:00 on Sunday 1st August 2021**

First interviews will take place on **w/c 9th August 2021** with second interviews on **w/c 16th August 2021**

*Due to the volume of applications we usually receive, we regret that we are unable to offer feedback to individual applicants who aren’t selected for interview.*

Equal Opportunities

We are committed to providing equal opportunities for everyone, regardless of their background. We believe this is crucial to ensuring the legitimacy and effectiveness of our work. We acknowledge that people from a number of communities are underrepresented in our team and in the wider movement of those seeking systemic economic change and the charity sector in general, and we’re committed to addressing this. If you believe you would bring greater diversity to our team, we are particularly keen to hear from you. We are open to assisting with childcare or other duties that may prevent candidates from attending an interview.

Get in touch

If you have any questions about the role, please contact WEAll Scotland Director, Jimmy Paul, on Jimmy@scotland.weall.org for an informal conversation.