

## Role Profile

<b>Role</b>	Public Affairs and Campaigns Officer (Scotland)	<b>Location</b>	Home-based, Scotland
<b>Accountable for</b>	n/a	<b>Accountable to</b>	Public Affairs and Campaigns Manager (with dotted line management to Policy & Influencing Lead in Scotland)
<b>Core Anchor Level</b>	Deliver	<b>Travel</b>	Some, as role based in Scotland
<b>DBS check</b>	n/a	<b>Salary   Hours</b>	Circa £29,500 per annum   35 hours per week
<b>Contract type</b>	Permanent	<b>Grade</b>	E

### Overall purpose and impact

The Public Affairs & Campaigns Officer (Scotland) delivers our organisation's integrated public affairs and campaigning activity for Scotland. Working with the Policy and Influencing Lead in Scotland and the wider Policy & Influencing team, you will plan, develop and deliver effective and strategic influencing activity to help achieve our team objectives on key issues impacting people affected by stroke.

This role will deliver public affairs activity and stakeholder engagement to support the organisation's influencing priorities. This includes developing and maintaining good relationships with a wide range of stakeholders, including parliamentarians, civil servants, health system colleagues, clinicians and other decision makers who can influence and shape stroke policy. You will track and log stakeholder contact and take primary responsibility for the management of political stakeholders. You will also attend, and support others to attend, meetings and events representing the Stroke Association, including developing high-quality briefings and supporting information for senior members of staff.

This role is also responsible for planning and implementing campaigns and advocacy activity – both online and offline - that help to secure long-term improvements for those affected by stroke, monitoring and evaluating activity and reporting on impact. You will grow our active campaigner base and mobilise stroke survivors and the wider stroke community to have their voices heard.

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You will provide political monitoring and horizon scanning at an organisational level, ensuring colleagues across the team and wider Stroke Association understand the latest developments in the external political landscape. Using your public affairs and campaigns expertise, you will also support and advise colleagues, helping to embed influencing skills and tactics across the organisation, particularly supporting the Locality Impact directorate to influence and campaign locally in line with agreed national and local priorities.

Whilst the Public Affairs and Campaigns Officer will have Scotland as their key focus, they will also spend a significant proportion of their time supporting UK-wide public affairs and campaigns activity, to help ensure alignment on key issues and joined-up strategy across the UK.

Responsibilities	Measured through delivery of
Develop and deliver public affairs, campaigns and advocacy strategies, working with the Policy team to make sure our influencing activity supports and amplifies our policy messaging and key asks. Work with the Public Affairs & Campaigns team to achieve a consistent and aligned approach to influencing across the UK.	Team charter; Directorate charter; Annual objectives; team KPIs; 360 feedback
Deliver the Stroke Association's parliamentary and stakeholder engagement, identifying, building and maintaining effective relationships with key external stakeholders and decision makers. Record and manage these appropriately. Secure and attend meetings with stakeholders. Working within an agreed budget, plan and deliver public affairs activities, including parliamentary events, to extend the charity's reach and influence.	Team charter; Annual objectives; team KPIs; 360 feedback
Support and advise colleagues to influence effectively, particularly senior members of staff through ad-hoc monitoring, and developing briefings and supporting information.	
Identify key political and policy developments relevant to the Stroke Association, through effective horizon scanning and monitoring. Support colleagues to understand the external political and policy environment, by communicating and interpreting these developments via various channels, and advising accordingly.	Team charter; Annual objectives; team KPIs; 360 feedback
Advise and support senior colleagues and other teams to influence effectively, through ad-hoc monitoring, and developing briefings and supporting information. Embed influencing skills and knowledge across the organisation. Work closely with Locality	Annual objectives; team KPIs; 360 feedback

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Impact and Customer Experience to ensure the charity's work is based on measured influencing advice.	
Deliver engaging campaigning activity, working with the Operations Assistant to develop monthly Campaigns Network content. Use ThankQ, Engaging Networks and other data to monitor and evaluate campaigns activity, improve overall engagement and efficacy.	Directorate charter; Team charter; Annual objectives; team KPIs; 360 feedback
Work closely with the Involvement Manager to ensure that people affected by stroke are meaningfully involved in the development and the implementation of all our influencing activity.	Annual objectives; team KPIs; 360 feedback
Act as an effective and engaging representative of the Stroke Association at external events, conferences and meetings, speaking confidently about our influencing priorities and advocating for our policy positions.	Annual objectives; 360 feedback

<b>Person Specification</b>
<b>Education</b>
Educated to degree level or relevant demonstrable industry experience
Willingness to undertake training and continuing professional development
<b>Experience</b>
A track record of developing and delivering parliamentary engagement activities
Experience of national or local level campaigning and advocacy with demonstrable impact, recruiting and retaining campaigners and supporting them to take action
Experience of developing and maintaining relationships with influencing targets, including parliamentarians, government departments and others, to achieve agreed objectives
Experience of undertaking policy analysis and horizon-scanning, and sharing this with relevant internal colleagues
Experience of meaningfully involving beneficiaries in campaigns and advocacy activity
Previous experience of developing briefings for a range of audiences, including parliamentarians and senior colleagues
Experience of using Dotdigital, ThankQ and Engaging Networks or similar systems
<b>Skills and abilities</b>

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Exceptional written and verbal communication skills, ability to translate complex information simply and effectively to a range of audiences, and through a range of channels
Knowledge of the Scottish political landscape, policies and parliamentary processes, and how to engage, influence and campaign to influence change
Ability to build relationships with external stakeholders and be able to demonstrate an ability to influence
Ability to analyse complex policy and turn it into accessible and persuasive influencing messages
Excellent political monitoring and horizon-scanning skills
Strong project management, planning and organisational skills
Excellent IT skills
Strong presentation and public speaking skills
Knowledge of stroke
<b>Other requirements</b>
Ability to demonstrate an understanding and commitment to our corporate values
To be committed to the principles of equal opportunities and diversity
To stay away from home and travel across the UK as required