

**Job Description**

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| **Role** | Policy and Communications Manager |
| **Responsible to** | Director of Operations |
| **Department** | Policy and Communications  |

**1. Main objectives of the post**

1.1 To manage and deliver a variety of policy, parliamentary and campaigning work.

1.3 To engage with a number of key stakeholders including people affected by epilepsy.

1.4 To contribute to the development of Epilepsy Scotland’s Strategic Planning process and internal policy development and providing guidance in relation to interpreting government policy and legislation.

1.5 To work with the Communications Team to contribute to broader awareness raising and the production of information in a variety of formats.

1.6 To work with Epilepsy Scotland’s Welfare Rights Service to contribute to any organisational policy and campaign work related to welfare benefits in Scotland.

**2. Accountability**

2.1 To the Director of Operations on a day-to-day basis and ultimately through the Chief Executive to the Board of Directors.

**3. Principal Duties**

3.1 Drafting a variety of materials based on findings from engagement events and desk-based research.

3.2 Conducting detailed research alongside academics, clinicians, and Epilepsy Scotland colleagues.

3.3 Identifying trends and issues facing people with epilepsy and to develop and implement campaigns to raise awareness and tackle these issues.

3.4 Planning, evaluating and producing materials for campaigns.

3.5 Producing content for Epilepsy Scotland’s website and social media on activities and initiatives being undertaken by the policy team, highlighting key policy developments and campaign tasks.

3.6 Providing routine briefings for the Chief Executive relating to:

* service/projects
* issues/problems
* opinions/solution

3.7 Advocating on behalf of clients by approaching other agencies on their behalf as required.

 **Policy**

3.8 Campaigning at Scottish Parliament in relation to Epilepsy Scotland’s activities including:

* meeting MSPs
* planning campaigns
* producing campaign material
* organising information stands at Scottish Parliament
* producing Epilepsy Scotland manifesto

3.9 Consulting and responding to consultations on proposed changes in legislation which affect people with epilepsy.

3.10 Influencing and responding to national policy by:

* monitoring current policy developments, identifying new policy requirements and help develop new policies.
* identifying and responding to issues affecting the health and social care, employment, education and well-being of people with epilepsy.

3.11 Researching and producing policy briefings, presentations and other materials on relevant developments for an internal or external audience.

3.12 Working with the NHS to:

* develop guidelines and approaches to supporting people with epilepsy via managed clinical networks
* identifying gaps in provision

 **External Affairs**

3.13 Proactively identifying opportunities to engage with the Scottish Parliament, for example, through debates and parliamentary questions and contributing to written briefings to MSPs as required.

3.14 Liaising with Non-Government Organisations, public bodies and parliamentarians and undertaking influencing work such as attending meetings with key external stakeholders as appropriate.

3.15 Liaising with Civil Servants at the Scottish Government in relation to Epilepsy Scotland’s service and funding opportunities for Epilepsy Scotland including preparing submissions and reporting on outcomes.

3.16 Reporting to the Scottish Government and other relevant agencies in relation to Welfare Benefits issues affecting people affected by Epilepsy.

3.17 Organising and supporting engagement focus groups with people affected by epilepsy and to assist in establishing a reference group as necessary.

3.18 Preparing press statements on behalf of Epilepsy Scotland and responding to press enquiries including:

* press releases
* campaign placement

3.19 Acting as Secretariat at the Scottish Parliament cross-party group by:

* organising meetings
* lobbying
* dealing with follow-up issues

3.20 Participating in third sector groups and organisations such as;

* Neurological Alliance of Scotland
* Epilepsy Consortium Scotland

 **Staff Management**

3.21 Managing the Policy and Campaigns Officer and ensuring the effective delivery of administrative activities such as:

* scheduling internal and external project meetings
* organising the Cross-Party Group on epilepsy by
* collating agenda papers
* minute taking
* follow up work following meetings as required

3.22 Managing, supporting and motivating the Communications Teams to ensure they have access to appropriate information, support, resources and training to achieve their individual and overall company objectives.

3.23 Managing the performance of the Communications Teams in line with the strategy to ensure sustainability and growth.

3.24 Providing effective support to staff either face-to-face or remotely.

 **General**

3.25 Contributing to the overall work of the Policy Department to ensure objectives are achieved.

3.26 Attending evening and weekends events as required.

3.27 Participating in the organisation’s Annual Appraisal and regular Support and Supervision processes.

**Health & Safety**

3.28 Ensuring high standards of health and safety are maintained by adhering to the organisation’s Health & Safety policy at all times.

**Other**

3.29 Any other relevant duties as required.

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**Policy and Communications Manager**

**Person Specification**

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| **Personal Attributes** | **Essential** | **Desirable** |
| Qualifications* Educated to degree level with the ability to understand research papers and processes.
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| **Experience*** Extensive experience of volunteering or working in the policy, campaigning, lobbying or research role
* Demonstrable experience of analysing, summarising and producing written and verbal briefings for internal and external audiences
* Practical experience of using website editing software and writing for the Internet
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| Knowledge* Demonstrable understanding and knowledge of the Scottish public policy and political environment, with some knowledge of the parliamentary process
* An understanding and commitment to the aims and objectives of Epilepsy Scotland and an empathy with our values
* Knowledge and understanding of health and social policy issues
* Understanding of health inequalities, diversity and equality issues
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| Skills & Qualities* Effective negotiating, influencing and analytical skills
* Confidence and the ability to engage and build relationships with stakeholders and clients
* Excellent standard of written English and demonstrable oral communication skills
* Administrative ability, for example organising meetings managing diaries and emails, taking minutes and managing filing systems
* Highly developed interpersonal skills, face-to-face and on the telephone, when communicating with staff, supporters and stakeholders at all levels
* Excellent IT skills with good working knowledge of data bases and the internet including Microsoft packages such as Word, Outlook and PowerPoint.
* Ability to research, read and understand policy documents, including the ability to scrutinise government consultation documents
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| Other* Ability to prioritise workload, work proactively on one initiative and to work flexibly as part of the team
* Ability to work in partnership with people affected by epilepsy
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