

Role Description

Division:	Policy, Communications & External Affairs
Department:	Policy & Communications
Location:	Blend of office (Edinburgh-based) and home working – minimum of 2 days per week in the office
Geographical focus:	Scotland
Contractual status:	Permanent
Hours:	35 hours per week
Line Manager:	Associate Director of Policy, Communications & External Affairs
Direct Reports:	None
Salary:	£33,040 pa

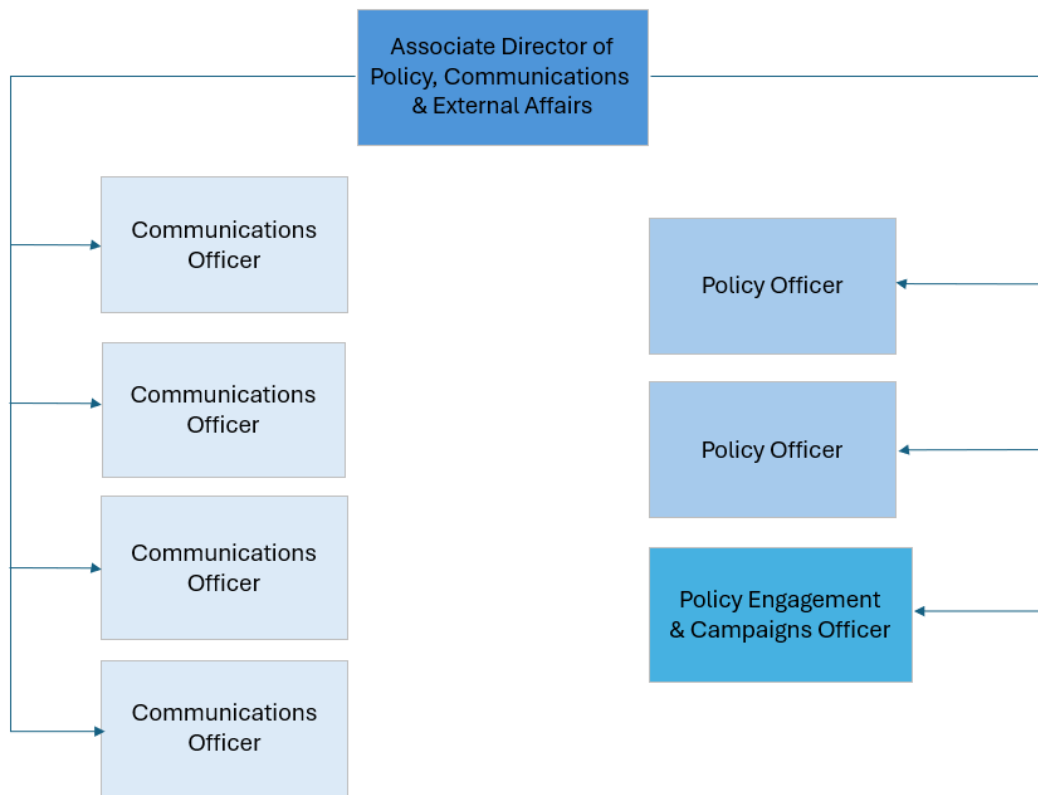
Job Purpose

Our people are central to our success in delivering services for older people in Scotland. We pride ourselves on having a positive working environment and culture.

As Policy Engagement & Campaigns Officer, you will assist Age Scotland in policy development and engagement with older people and groups, key influencers, and external stakeholders. You will plan and deliver campaigns, and parliamentary and public affairs activities to affect change favourable to Scotland's older people.

Living our values, you will approach the role with integrity, while involving, inspiring, and empowering our teams, so that together we can create better outcomes for older people in Scotland.

Organisational Chart



What you'll do

Engagement with Older People

- Develop and implement an engagement plan that ensures Age Scotland's policy, communications and campaigns are informed by the opinions and experiences of Scotland's older people.
- Working closely with colleagues in other departments to create consultation programmes that reach a wide audience of older people, including members of Age Scotland groups.
- Deliver presentations and workshops on campaigns and policy topics.
- Help establish a new older people's sounding board and design a programme of engagement.

Campaigns

- Develop and deliver engaging campaigns based on the priorities and needs of Scotland's older people, including through political engagement, assisting in the development of communications strategies for campaigns, and identifying case studies of older people.
- Develop and implement cross-charity campaigns, informed by older people, which include promotional opportunities, effective messaging, including digital and social media and writing blogs for the Charity website.

Policy Engagement & Campaigns Officer

Engagement with influencers

- Help develop and implement an engagement plan with the Associate Director of Policy, Communications & External Affairs that seeks to build and maintain relationships with key influencers and relevant organisations who can improve later life for Scotland's older people. These will include charities, politicians, civil service, political parties, public and statutory agencies, think tanks, and academia.
- Identify opportunities for Age Scotland to influence policy making and highlight the priorities for older people through monitoring political and parliamentary debate and activity, attending political conferences and relevant policy seminars and networking functions.
- Identify opportunities for Age Scotland to work in cooperation and collaboration with other organisations involved with older people and participate in committees, forums, and alliances as appropriate.
- Provide support to relevant cross-party groups.
- Organise key parliamentary and other events including receptions.
- Build partnerships to identify opportunities for funding to support the policy engagement of the Charity.
- Administer Age Scotland's participation with the Scottish Parliament's Lobbying Register.
- Support the secretariat activities for the Scottish Parliament's Cross Party Group on Older People, Age and Ageing.

Other responsibilities

- Provide political and policy preparation and briefings to colleagues particularly in relation to meetings with politicians and civil servants.
- Monitor and report on political developments and parliamentary business.
- Assist policy officers in the preparation of policy statements, briefings and consultation responses to Scottish Parliament, Scottish Government, and other appropriate bodies/organisations.
- Lead on one or two specific policy areas if capacity allows.

What you'll bring

Knowledge & Experience:

- Experience of working in public affairs, the Scottish Parliament or with a political party (desirable).
- Experience of public engagement programmes (desirable).
- Strong understanding and knowledge of current social and political issues particularly in relation to Scotland's older people and knowledge and understanding of the workings of parliaments and governments.
- Ability to network and create good working relationships with people and organisations at all levels.
- Organisational and project management skills.

Policy Engagement & Campaigns Officer

- Understanding of developing and organising issue-based campaigns.
- Broad knowledge base.
- Verbal and written communications skills.
- Current affairs interest and understanding of media landscape.
- Ability to work with team colleagues in a manner consistent with the values of the organisation and highest levels of empathy with the mission of the Charity.
- Flexible, adaptable and willingness to engage in self-development.
- Ability and willingness to use digital photography equipment and interview members of the public.

Additional requirements

- The role requires occasional travel in Scotland and the wider-UK, involving possible overnight stays.
- Employees are expected to undertake all other reasonable and related tasks allocated by their Line Manager.
- Commitment to the aims and vision of Age Scotland and the ability to demonstrate our values (Empowering, Inspiring, Inclusive & Integrity) in your work.
- Commitment to work alongside and support volunteers.
- An understanding of and commitment to equal opportunities.
- Willingness to work from the Edinburgh Office when required (NB, travel costs from home to the office will not be reimbursed by Age Scotland.)
- Employees are expected to have a suitable homework space with a good broadband connection for occasional home working.
- Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain an app on either their personal or work mobile device.