

JOB DESCRIPTION

Job Title	External Affairs Manager – Ageism and Inequality
Reporting to:	Head of External Affairs
Location	Central London Offices and Hybrid working to be supported Expectation that your minimum office attendance will be 6 days per month minimum. This is open to amendment in the future
Hours	37.5 hours / 5 days a week or part-time (minimum 0.8FTE) Flexible working arrangements are also supported
Salary Band/Grade	3

Job Purpose

The External Affairs Manager will lead on raising the profile of work by our action areas, driving political interest in our issues and generating high-quality communications and engagement that effectively influences our target audiences.

Principal duties and responsibilities

- Lead the development of a communications and influencing strategy for your action area to raise the profile of our issues and to increase support for our policy solutions amongst key stakeholders. Identify and keep updated external opportunities for action and influence.
- Work with the Deputy Director to update and ensure delivery of a stakeholder 'contact and engagement' plan for your action area, including with key government departments, and private and public sector decision-makers and practitioners. Ensure we are effectively mapping and tracking the high-level stakeholder relationships held by your action area and helping to manage meetings so that senior staff are well briefed and meeting follow-up is timely.
- Design and work with colleagues to deliver impactful and creative communications and campaign activity for your action area using a range of innovative communications and influencing approaches to achieve our aims. Ensure activity is integrated and delivers across the channels and formats that will most effectively reach and influence our target audiences, including direct engagement, events, social media, media, marketing, etc.
- Monitor the external political, policy and media landscape, seeking proactive and reactive opportunities to influence decision-makers and to secure coverage for our issues.
- Drive MP and Peer engagement on our issues, building influential relationships with a network of allies and champions in Westminster.
- Develop a direct, productive relationship with external affairs teams at relevant government departments and with advisors to key government stakeholders.

- Co-ordinate and finalise briefings and submissions for target audiences including government and parliament.
- Develop a working knowledge of the policy issues relating to your action area to support you to represent Ageing Better externally on these issues as required.
- Work with your action area colleagues and other organisations active in this space to carry out policy analysis and develop our national policy asks.
- Ensure communications and influencing plans for your action area are integrated across the organisation and the timing aligned to maximise opportunities to influence.
- Refine key messages for your action area so they are accurate, compelling and persuasive for target audiences. Draft written outputs to communicate our work and impact as required
- Ensure that the stories of people with lived experience are central to our communications and the way we seek to influence.
- Provide cover to monitor and respond to issues that arise on Ageing Better's channels outside of working hours if required during a period of significant publicity or exposure.

Shared responsibilities

Shared Responsibilities

- Comply with CfAB's policies and procedures at all times
- Promote and support open and effective collaboration across CfAB, participating in team meetings, planning sessions and cross organisational initiatives as needed to meet shared organisational goals
- Carry out all duties in a professional manner and in line with our values
- Adhere to relevant data protection laws and regulations, including UK GDPR and the Data Protection Act 2018 ensuring the secure and ethical handling of personal data
- Promote and maintain a safe and healthy working environment in line with CfAB's Health and Safety policies and statutory obligations, taking responsibility for your own health and well being
- Support fundraising and income generation activities as required, whether by contributing to the development of funding bids or by supporting, monitoring, reporting and impact evaluation processes
- Actively contribute to the charity's influence and advocacy work promoting the voice and best interests and rights of older people
- Undertake any other roles or responsibilities that may be reasonably required within the scope of the Band and scale of the role

Person specification

Criteria	Essential	Desirable	Asst
Knowledge/Experience			
Strong understanding of and experience of working with government and parliament	✓		Application, interview
Strong campaigning and public affairs ability; an understanding of public policy and political context and how to influence political, legal, and practice decisions.	✓		Application, interview a
Demonstrable understanding of how to use evidence, research and evaluation to create compelling content	✓		Interview
A strong communicator, able to present confidently and persuasively	✓		Interview
Excellent organisational skills and ability to juggle multiple projects simultaneously, while maintaining a high degree of accuracy and professionalism.	✓		Interview and test
Skills /Competencies			
Excellent Communication Skills <ul style="list-style-type: none"> Outstanding written and verbal communications Ability to translate complex research and policy issues into accessible language for diverse audiences 	✓		Interview
Strategic thinking and Planning <ul style="list-style-type: none"> Strong ability to develop and implement external affairs strategies aligned with objectives Proactive and creative in identifying opportunities to raise profile and influence stakeholders Ability to take initiative and be creative in solving problems 	✓		Interview
Stakeholder Engagement <ul style="list-style-type: none"> Confident in building and maintaining relationships with key stakeholders Diplomatic and persuasive with the ability to represent CfAB professionally and credibly 	✓		Interview
Project and Time management <ul style="list-style-type: none"> Able to manage multiple priorities, projects and deadlines 		✓	Interview
Personal qualities			
Commitment to Ageing Better's mission and principles	✓		Interview

Collaborative approach and ability to build effective relationships with a wide range of people	✓		Interview
Willingness to work flexibly across projects and teams			
Ability to work independently and collaboratively as part of a small team	✓		Interview
A demonstrable commitment to Equality, Diversity and Inclusion (ED&I), or a willingness to learn about and engage in these issues.	✓		Interview
Able to work flexibly and outside of working hours as required in order to attend events and engagements or to respond to urgent queries			Interview