

JOB DESCRIPTION

Job Title	Head of External Affairs (maternity cover)
Reporting to:	Director of External Affairs
Responsible for:	External Affairs Managers x 3
Location	Central London Offices and Hybrid working to be supported Expectation that your minimum office attendance will be 6 days per month. This is open to amendment in the future
Hours	Full (37.5 hours) or part time (minimum 4 days a week/30 hours) Flexible working arrangements supported
Salary Band/Grade	4

Job Purpose

Lead an effective External Affairs function, including public affairs, campaigning and communications activity to help create change and impact across our action areas, and influence our target audiences to think, feel and act differently.

Principal duties and responsibilities

- Oversee a team of External Affairs Managers to provide high-quality external affairs support to action areas, including:
 - Leading the development and implementation of a communications and influencing strategy for their action area with key external opportunities, tactics for engagement and policy calls mapped out
 - Leading the development of relationships and regular contact to drive MP and Peer engagement on policy priorities, building a network of allies and champions in Westminster.
 - Driving the delivery of a stakeholder engagement plan across their action area, including with key government departments.
- Co-ordinate and advise Senior Management Team around key stakeholder engagement, who we need to influence and how, including managing a list of key stakeholders and supporting Action Areas to mirror this approach.
- Oversee Ageing Better's key policy positions and approaches (including developing positions on cross-cutting issues where needed), ensuring they are evidence based, actionable and likely to achieve buy-in and support from target audiences.
- Lead a strategy to engage Metro Mayors on key areas of our work, working with Deputy Directors and their teams to cultivate productive and strategic relationships that influence at a local level.
- Support external meetings with senior parliamentarians, officials and ministers, ensuring staff are well briefed and tactics and desired outcomes clearly identified.
- Anticipate and identify opportunities to influence in the external environment (and proactively influence internally to ensure we are responding effectively to these). Brief

colleagues on policy, political and wider developments that might impact our work in a timely way and propose strategies to respond.

- Lead a comprehensive, long-term strategy to influence manifestos ahead of the general election.
- Be an ambassador for Ageing Better, leading meetings, presentations, speaking opportunities and media interviews as required.
- Oversee an External Affairs schedule – work with the External Affairs team to ensure key outputs and their timing are strategically planned and executed to help us to achieve our influencing goals.
- Support the team in ensuring all communications and campaigns are high quality, integrated and well planned.
- Ensure that the stories of people’s lived experience are central to our communications.
- Help to develop a culture of collaboration and joined-up working with collective priorities and goals, ensuring that the External Affairs team provides an effective and supportive resource to colleagues.
- Set annual performance and development objectives, oversee delivery, ensure that staff have access to the support and resources they need, and regularly review progress and performance against objectives and values ·
- Effectively manage internal processes and systems, including suppliers and contractors; training of the wider team in communications. Manage people and resources in a way commensurate with our culture, with a high level of quality and integrity and ensure that our approaches are GDPR compliant.
- Oversee budget lines within your remit and ensure prudent financial planning that maximises value for money and that money is spent in accordance with the organisation’s budgetary timelines and processes.
- Support the out of hours monitoring of Ageing Better’s channels where required, including being available to help respond to urgent queries.
- Support the Director of External Affairs to deliver a high-performing External Affairs function including overseeing team meetings, inputting into Senior Management Team and Board meetings, and leading and refining processes that support influencing activity and its development.

Shared Responsibilities

- Comply with organisational policies and procedures at all times
- Promote and support open and effective collaboration across the organisation, 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 our 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	How identified & assessed
Knowledge / Experience			
Significant experience of developing policy positions for use in public affairs and across communications channels and supporting colleagues to do this;	✓		Application and interview
Demonstrable experience of translating evidence, research and evaluation into compelling content, including material that will influence political audiences	✓		Interview/Test
Demonstrable experience of working effectively with stakeholders in Westminster and Whitehall and driving advocacy, support and engagement with these critical audiences	✓		Application and interview
Demonstrable experience of influencing policy and practice at a national or local level, including government policy	✓		Interview
Experience of managing projects, contracts and suppliers		✓	Application and interview
Experience of giving advice, training and support to less experienced colleagues		✓	Interview
Track record of developing effective integrated communications strategies and plans and executing them for maximum impact	✓		Interview
Skills & Competencies			
Excellent organisational and prioritisation skills	✓		Application and interview
Strategic thinking, persuasion and internal as well as external influencing skills	✓		Application and interview
Highly skilled at delivering influential campaigns and public affairs projects and programmes within an changing political context.	✓		Application and interview
Excellent and fast writing skills for all channels and types of report/briefing/other content.	✓		Application and interview
Financial competence and ability to manage budgets		✓	Application
Management and leadership skills	✓		Application and interview
Ability to take initiative and be creative in solving problems		✓	Application and 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
Ability to work independently and think creatively to solve problems	✓		Application
Willingness to work flexibly across projects and teams	✓		Interview
A demonstrable commitment to Equality, Diversity and Inclusion (ED&I), or a willingness to learn about and engage in these issues.	✓		Interview