

Job Description

Job Title:	Policy and Public Affairs Manager
Contract:	12 month fixed term contract / Full time
Hours:	35 hours per week
Responsible to:	Head of Policy and Public Affairs
Staff reporting:	1
Salary:	£40,094 inclusive of Inner London Weighting Allowance.
Location:	20 Great Dover Street, London, SE1 4LX. Hybrid working.
Date updated:	January 2025

Aim of the role:

This role plays a vital part in delivering the charity's core aims to make life better for carers by:

- Contributing to Carers UK's policy and campaigns function in the development and dissemination of policy, leading key projects to maintain and improve the reputation of the organisation.
- Monitoring, highlighting and analysing key policy developments by the UK Government and other public bodies regarding their potential impact on carers.
- Representing Carers UK, reflecting our policy externally and influencing decision makers, political audiences, carers, practitioners and the general public to achieve Carers UK's goals.
- Liaising and building strong working relationships with departments and colleagues across the organisation to deliver the policy and public affairs team's objectives.
- Ensuring that Carers UK effectively communicates its purpose, policy and campaigns to decision-makers, political audiences, carers, practitioners, media and the public to achieve change, helping to build the carers movement.
- Having responsibility for aspects of the organisations work and being involved in the full range of Carers UK's policy, public affairs and campaigns activities.

Main responsibilities:

Policy development and campaigning:

- To analyse policy developments within the UK Government, Westminster and other public bodies, assessing campaigning opportunities and the impact on carers relating to social care, health, social security and employment policies.
- Proactively identify and participate in the development of policy and campaigns within Carers UK, providing planning for policy and campaigns work.

- To lead campaigns and public affairs projects, identifying opportunities, devising outputs and ensuring projects are completed on time, working closely with other relevant teams, particularly communications colleagues and nations offices.
- To plan and lead on drafting responses to Government consultation papers and other key policy documents regarding carers, including other nations as appropriate.
- Be responsible for the organisation and delivery of some key policy and public affairs events such as workshops, roundtables, webinars, launches, etc. as well as providing input into others including conferences.
- Be responsible for the day-to-day management of Carers UK's service and support to our Affiliate organisations.
- To line manage the Policy and Public Affairs Assistant to support this work and that of the broader team.

Dissemination and communications:

- Ensure colleagues within Carers UK are kept informed of relevant policy developments and are appropriately briefed for key meetings.
- Plan and develop clear and concise policy information, for internal and external publications such as our website, newsletters, articles, leaflets, magazines, briefing papers, press releases.
- To provide input to ensure that the relevant policy, campaigns and news sections of the Carers UK website are up-to-date, dynamic and accurate.
- Plan and deliver integrated campaigns, developing parliamentary and campaigns materials, and undertaking impact and evaluation of campaigns as necessary.
- To represent Carers UK's views to both statutory and non-statutory organisations by attending meetings, conferences etc., including giving presentations as directed.
- Act as a key source of information responding to complex queries from professionals, including researchers and journalists, and from carers, on policy and campaigns, taking input from other staff where necessary.
- To provide input into the planning and delivery of Carers UK's social media strategy in collaboration with our communications team, in support of the organisations policy and campaign work.

Public Affairs and media:

- Help to maintain Carers UK's high profile in Parliament and the public affairs environment, organising events, including at political party conferences,
- Ensure that Westminster activity is appropriately monitored including tracking legislation, parliamentary business and mentions of Carers UK proactively identifying opportunities for influencing in debates, legislation Committee inquires.
- Support the delivery of the Secretariat and work plan for the All-Party Parliamentary Group on Carers, working with the Head of Policy and Public Affairs.
- To provide input into the preparation of and delivery of press strategies and identify opportunities for Carers UK to feature in the media by monitoring coverage of relevant press stories.
- Help to identify story tellers and case studies in collaboration with colleagues, in support of the organisations policy and campaigning work.

- Undertake media interviews and represent the organisation's view to the media as directed.

Research:

- As part of the development of Carers UK's research programme, undertake research, including data collection and data analysis.
- Develop and write questionnaires and reports as appropriate including dissemination.

Project management:

- Be responsible for managing and supporting the delivery of key projects for the policy and public affairs team, as directed.

General:

- To attend staff meetings and Carers UK staff conferences and events as directed.
- Work at all times in accordance with all policies and procedures of Carers UK including the Equal Opportunities and Confidentiality Policies.
- To reasonably undertake any other duties as required by the line manager that are commensurate with the level of the post.
- Comply with the data protection regulations, ensuring that information on members, supporters, employees and volunteers remains confidential.

Person Specification

- Experience of working in the UK public policy environment with excellent working knowledge of the structures and processes of policy development with government at UK and local level.
- Knowledge and experience of working with UK parliament and parliamentary engagement.
- Demonstrable experience of effecting change through policy development and/or research project work.
- Experience of liaising with external bodies and excellent networking skills with the ability to build and manage internal and external relationships.
- Experience of working as part of a team with experience of line management of staff. and excellent networking skills
- Experience of working on a variety of successful campaigns demonstrating experience of linking policy, media, social media and public affairs.
- Experience of influencing and securing change in at least one policy area, such as employment, education, social security, health and social care, or community care provision.
- Strong IT skills including excellent knowledge of and experience with Word, Excel, PowerPoint and databases as well as campaigning software.
- Self motivated, with ability to work on own initiative. Agile, adaptable and flexible to changes and challenges.
- Ambitious with excellent organisation, accuracy and attention to detail skills and ability to meet tight deadlines.

- Excellent verbal and written communication skills across a range of media to a diverse audience.
- Strong analytical approach and a track record of analysing complex and varied written material e.g. statistics, legislation.

Other requirements

- Ability to empathise and be sensitive to the needs of carers.
- Understanding of and commitment to equality and diversity.
- Empathy with the values and culture of Carers UK.
- Flexibility to work evenings and weekends, as required.
- Ability to attend meetings/courses with occasional stays overnight.

Review Arrangements

This job description gives an outline of the main duties of the post. It does not form part of the contract of employment and may be changed from time to time in consultation with the post holder.

Our Values

Carers are at the heart of everything we do. We are:

- **Attentive**
 - We welcome everyone and are always supportive and ready to help.
 - We listen carefully and respond with expertise and understanding.
- **Ambitious**
 - We're courageous and innovative, aiming high and seeking out new ideas and opportunities that take us forward.
 - We are always learning and improving, pushing boundaries to increase our impact.
- **Achievers**
 - We are passionate about what we do and tenacious in our pursuit of change.
 - We adapt to new challenges and are always striving for excellence.
 - We love to collaborate and enjoy working with others to reach our goals.

Diversity and Inclusion:

Carers UK is committed to becoming a diverse and truly inclusive organisation. We strive to create a workplace where our colleagues and volunteers can truly be themselves and feel like they belong and constantly seek to ensure all voices are heard.

To embrace this culture of diversity, our employee and volunteer recruitment should reflect our stakeholders and the society that we serve and support, regardless of age, race, gender, sexual orientation, physical abilities, disabilities or religious practices. We value individual diversity and are actively building diverse teams here at Carers UK and value our colleagues from a wide range of backgrounds.

As a membership charity for carers, we particularly seek employees and volunteers with a real understanding of the issues faced by carers. Reasonable adjustments can be made to the process and role dependent on the needs of the applicant.

Terms of appointment:

Salary: £40,094 inclusive of Inner London Weighting Allowance
Contract: Fixed term contract one year / full-time / starting end March 2025
Location: Hybrid/London, SE1 4LX (min. one office working day per week)
Hours: 35 hours a week

Benefits:

We understand what you need from us as an organisation and recognising that, offer you a rewarding role in a truly flexible and supportive working environment with many attractive benefits. We've developed inclusive policies, flexible working arrangements with your wellbeing at the heart of Carers UK.

- A work life balance commitment with flexible working arrangements available in a truly flexible working culture.
- Hybrid working – vary your working location and hours to achieve your best performance and positive work life balance.
- 25 days holiday (plus bank holidays) rising to 28 days with long service.
- An additional 3 paid days leave over Christmas and New Year when the office is closed.
- Up to 10 days (pro rata) paid carers leave which can be taken in hours as well as half or full days.
- Free 24 hour free and unlimited confidential advice, information and support line including access to structured counselling, plus free and unlimited confidential 24/7 access to a doctorline, via a Health Cash Plan.
- Cash back to set limits via a free Health Cash Plan for dental, optical and therapy treatments plus kids cover.
- Retail, restaurant and gym discounts via a free Health Cash Plan.
- A values recognition scheme including a values winner of the month.
- 6% employer contribution to stakeholder pension scheme.
- A commitment to employee wellbeing including Wellbeing Wednesdays and access to the Wisdom wellbeing app and MyStrength wellbeing app.
- Four equality, diversity and inclusion employee networking groups championed by our Senior Management Team.
- Family friendly inclusive policies.
- Free life insurance cover 2 times your annual salary.
- Central London location with excellent transport links and close to Borough Market.
- Paid Special Leave available.

- Organisational sick pay scheme.
- Socials such as weekly quizzes and ad hoc events.
- Full access to the Digital Resource for Carers.
- A commitment to staff learning and development including access to a learning management system.
- Induction and buddy scheme.
- Loans for bikes when you have been with us for 6 months.
- Two paid volunteer days per year.
- Free annual flu vaccinations to those who wish to use it.

We are proud to be an Employers for Carers and Carer Positive member and a Living Wage Employer. We have signed the 'Happy to Talk Flexible Working' initiative and are committed to building the best possible environment to help carers in the workforce. Carers UK have signed the Menopause Workplace Pledge and have achieved the Disability Confident Employer.

As a responsible organisation, we have taken a proactive approach to managing our impact by conducting an external eco-audit of the organisation. We already have an environmental and energy policy and together with the audit recommendations which we will be working to implement we will continue to work to manage our impact. We expect all employees to help us achieve our aim of being an environmentally responsible charity.

How to apply

For an application pack please visit <https://www.carersuk.org/about-us/working-for-carers-uk>

The closing date for applications is 9 February 2025, 5pm.

First stage interviews will take place week commencing the 17 February 2025.

Please also ensure you have also completed and submitted the diversity monitoring form provided on this site. The information on the form will be treated as confidential and used for statistical purposes only. The form will not be treated as part of your application.

CV, personal statement and completed monitoring forms should be emailed to recruitment@carersuk.org. Please send in your application as soon as possible.

Carers UK anonymises all applications prior to shortlisting.

Carers UK reserves the right to appoint at any stage, should an outstanding candidate emerge.

Carers UK may carry out online and social media checks before a formal offer is made.
