

JOB DESCRIPTION

Job Title	Senior Public Affairs Officer
Department	Policy and Influencing
Reporting to	Public Affairs Manager
Line Manages	N/A
DBS check requirement	Basic
Location	Avonmore Road, London W14 8RR (with hybrid working)

JOB PURPOSE

The Senior Public Affairs Officer will ensure that Independent Age’s policy recommendations and campaigns are effectively communicated to UK Government and parliamentarians. They will create opportunities to amplify the voices of older people who face financial hardship in parliament and secure support for our policy calls and campaigns across a wide group of stakeholders.

Working with colleagues across the organisation you will deliver Independent Age’s public affairs activities, ensuring we have an effective presence and profile in Westminster parliament, across Whitehall, and with local decision makers when appropriate.

KEY RESPONSIBILITIES

- Playing a leading role in the development of influencing strategies alongside colleagues in Campaigns, Policy and Media to make our policy recommendations a reality. This could include UK government, local government, regulatory bodies or businesses.
- Supporting the charity to build effective relationships with UK parliamentarians and their staff, ministers, senior civil servants, special advisers, including regular communication and attending high profile meetings.
- Project managing high profile events aimed at key stakeholders including our involvement in political party conferences.
- Identifying and acting on opportunities to increase the profile of Independent Age’s policy calls through legislation, parliamentary debates, parliamentary questions and other mechanisms.
- Working with colleagues to identify opportunities to amplify older people’s stories and opinions to politicians and key stakeholders, including through commissioning nationally representative polling.
- Drafting communications for high profile stakeholders and taking the lead on coordinating evidence submissions to relevant UK Government and parliamentary bodies.

- Provide support to other members of the Public Affairs team, including when appropriate, reviewing their work or activities.

General Responsibilities

- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination
- Model and embed Independent Age's values and behaviours.
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.
- Undertake any other duties commensurate with the level of the role.

How We Work

At Independent Age, we live by our values and EDI principles.

Our Values are that we are:

Purpose-driven - the experience, needs and views of older people are central to everything we do

Compassionate - we listen, care and take action

Expert - our work is evidence-based and solution-focused

Collaborative - we work in partnership to maximise our impact

Accountable - we work with integrity and transparency

Inclusive - we value diversity and always treat everyone fairly with dignity and respect

To put our EDI Principles into practice, we will:

- proactively challenge ageism and other forms of discrimination throughout our work
- celebrate and champion diversity within and outside our charity and create a culture where everyone knows that they belong
- develop our leaders so they can act as role models and champions and our staff so they can embrace these principles and apply them in their work
- deliver equity of opportunity for our staff, volunteers and the people who use our services whether they have a protected characteristic or not
- ensure our strategy, policies and actions are integral to our annual planning processes to ensure that we deliver our goals and that our values are central to their delivery
- commit to setting target indicators for diversity and regularly review progress
- collect data to enable us to track our progress
- be publicly accountable and transparent about our progress
- use our influence to proactively champion the principles of EDI internally and with external partners
- continuously improve, adopt best practice and learn from and share with others

PERSON SPECIFICATION

Essential:

- Proven experience working in a public affairs or external affairs related role.
- Strong working knowledge of the current Westminster political landscape, UK Government, parliamentary processes and party-political structures.
- Experience of working on influencing strategies to engage and persuade national and local government, parliament and/or other regulatory bodies.
- Experience of building strong working relationships internally and externally, and using these to further your organisation's goals.
- Ability to write in a clear, accurate and convincing way for a range of audiences, and across a range of channels, including briefings for external stakeholders, consultation responses, blogs, emails and letters.
- Ability to work under pressure to deliver time sensitive influencing activities or collateral within a short window.
- Proven ability to communicate verbally in an engaging manner with a variety of internal and external audiences at different levels.
- Experience of monitoring and horizon scanning the external landscape using digital tools and using this intelligence to inform your approaches to influencing.
- Ability to use sound judgement to take opportunities to create and adapt influencing strategies and activities.
- An interest in, or knowledge of, the issues faced by people in later life and/or people in poverty.
- Excellent interpersonal skills.
- Strong IT skills including use of Microsoft Office packages.
- A demonstrable passion for, and affinity with, our cause.

Desirable:

- Experience of working directly with older people or people living in poverty.
- Experience of working for an older people's or poverty organisation.
- Understanding of the electoral commission guidelines and the lobbying act which affect political influencing.