

JOB DESCRIPTION

Job Title	Head of Influencing
Department	Influencing
Reporting to	Director of Policy and Influencing
Line Manages	Media Communications Manager, Public Affairs Manager, Scotland Policy and Public Affairs Manager, Campaigns Manager
DBS/BD/PVG check requirement	Basic DBS
Location	Avonmore Road, London W14 8RR (with hybrid working)

JOB PURPOSE

At Independent Age our influencing goals are grounded in our deep evidence and expertise about older people in poverty, and our knowledge of which systems need to change so that no one faces financial hardship in later life. We raise awareness of poverty in later life and advocate for the solutions that would tackle it.

Working closely with the CEO, the Director of Policy and Influencing and the Head of Policy and Research, the Head of Influencing will lead a powerful influencing programme. They will ensure that our work is centred around the experiences of older people in poverty, and that we undertake strategic and sustained influencing activity to persuade key decision makers and persuaders to support and act on our policy recommendations across the nations. Alongside providing cross organisational media communications support. The Head of Influencing will provide effective, inspirational, transparent and compassionate leadership and line management to colleagues in the Influencing department.

KEY RESPONSIBILITIES

- Working collaboratively with the Director of Policy and Influencing and the Head of Policy and Research to lead the development and delivery of an overarching influencing strategy across the nations to tackle poverty in later life, with plans to effectively target decision makers and secure support for our policy calls.
- Lead strategies across the department to identify and nurture productive relationships with external decision makers and persuaders, including politicians, officials, content creators, think tanks, journalists, celebrities, other charities and agencies. When needed represent the charity on project boards and external working groups and coalitions.
- Build close working relationship with the Senior Leadership Team and provide professional advice and guidance at both strategic and operational levels on influencing activity, including ensuring they are well briefed ahead of meetings.
- Coordinate the organisation's involvement approach, including developing strategies to ensure people with lived experience have their stories amplified on public platforms, shape our policy and influencing activity and inform our Board's decisions and governance.
- Lead our strategic approach to mobilisation, ensuring staff, campaigners, volunteers and other organisations can take action to influence positive change across the

nations.

- Lead the effective monitoring and evaluation of influencing activity across the nations, ensuring quality, understanding return on investment of resources and demonstrating impact. Prepare evaluation reports and updates on influencing activity for Trustees, funders or other stakeholders.
- Proactively develop Media Communications strategies to influence decision makers, raise the charity's profile and position us as a thought leader.
- Oversee crisis communications and management of the charity's external reputation.
- Ensure our Media Communications activity promotes our services, grants and fundraising.
- Play a significant role in the leadership of the Directorate and wider charity, feeding into and driving forward cross-directorate and cross-organisational initiatives, including ensuring Influencing colleagues support other departments through ad-hoc content and expertise.
- Work occasional evening and weekends when needed.

Leadership and Management

- As part of the Leadership Team, provide inspiring, empowering and effective leadership, direction and oversight to maximise the impact the organisation has on older people facing financial hardship.
- Lead and develop a high performing integrated Influencing Department which contributes to a collaborative directorate with a collective sense of purpose.
- Work as part of the Policy and Influencing Leadership Team to develop robust and cost-effective departmental plans, budgets, objectives, KPIs, risk logs, policies and protocols.
- Perform a leadership role in championing and delivering our EDI priorities.
- Be accountable for the relevant directorate budgets, ensure compliance with financial regulations and maintain a focus on value for money.

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
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PERSON SPECIFICATION

- A demonstrable passion for, and affinity with, our cause.
- A self-starter, with a can-do attitude, who has significant experience leading and evaluating impactful influencing and communications strategies which target decision-makers and persuaders - including politicians and officials across Westminster, Whitehall and Holyrood, regulators and businesses.
- Significant leadership and line management experience, with an ability to adapt your management style to different team personalities and working styles, and a demonstrable commitment to inclusive working, ensuring equity and diversity.
- Experience identifying areas of strategic growth, developing and driving delivery of operational plans and budgets, and reporting against these.
- Experience ensuring people with lived experience play a meaningful part in influencing activity, including working with colleagues across the organisation to ensure robust policies are in place to safeguard and support involvement.
- Experience supporting devolved influencing activity and working alongside a policy and research function to ensure work is complementary and impactful.
- Excellent written and verbal communication skills with proven experience of proactively identifying and developing relationships and inspiring confidence at all levels to effectively further the aims and objectives of an organisation.
- Strong negotiation and decision-making skills, often working at pace.
- Broad experience developing and implementing innovative and successful profile-raising plans (across digital and traditional channels) across the nations.
- Proven ability and willingness to work collaboratively with internal and external stakeholders to achieve collective aims and improve outcomes for the people the organisation supports, including working in coalition.
- Experience developing and applying crisis communication management strategies.
- A track record of being accountable for achieving results, with excellent organisational skills and an ability to manage a large number of tasks and deliver to deadlines.