



# POLICY & PUBLIC AFFAIRS MANAGER

Department:	Care
Job title:	Policy & Public Affairs Manager
Accountable To	Director of Care Services
Based at:	Head Office
Salary:	£33-£36,000 (fte)

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.

## Job Summary

The Policy and Public Affairs Manager is responsible for developing and leading the implementation of Rainbow Trust's influencing strategy and plans, ensuring that our policy activity is needs-led, evidence-based and targeted to where change can most effectively be realised. This role will increase understanding, awareness and support for Rainbow Trust's cause and work, and engage stakeholders including policy-makers and elected representatives at a UK-wide, national and regional level.

The post holder will ensure that Rainbow Trust remains a credible and authoritative voice on the impact of the diagnosis of a life threatening or terminal illness on the whole family and on the needs of our beneficiaries. Working closely with the Director of Care Services and the Head of Care, the post holder will help Rainbow Trust increase its relationships and influence with statutory bodies, as well as within the voluntary sector.

## Areas of Responsibility

### (specific to role)

- Work collaboratively both internally and with other organisations to create a stronger voice for children's palliative care
- Understand and analyse policy initiatives and to develop the organisational policy position to guide Rainbow Trust in its external affairs and authoritative responses to policy consultations relevant to our field of work
- Contribute to the work of the Care Managers Team and Care Leadership team, obtaining detailed input from colleagues to inform policy briefings, consultation responses and reports
- Issue concise briefings and summaries of policy developments, policy positions and consultations to colleagues and lead on effective communication of policy and influencing work to internal stakeholders
- Act as the point of reference on policy matters across Rainbow Trust and initiate oral and written briefings to support this
- Actively lobby and influence key decision-makers within the UK and maintain and develop contacts with senior stakeholders of especial importance to Rainbow Trust
- Work with the Care Data Services Manager to ensure that data regarding Rainbow Trust services and caseload is used to maximum impact in policy work and is shared with Fundraising and Engagement colleagues, where relevant
- Support new and on-going marketing initiatives, including social media campaigns led by colleagues in the Fundraising and Engagement team.

# General Responsibilities



SUPPORTING FAMILIES  
WITH A SERIOUSLY ILL CHILD

## Leadership and Strategy

- Provide guidance and direction for volunteers and interns
- Professionally represent the department and the charity internally and externally
- Commit to the Performance Management Process and develop stretching objectives to meet the Business plan
- Take responsibility for own professional development
- Participate in the strategic planning process
- Live the Rainbow Trust Values.

## Operational and Project Planning

- Lead and project manage policy development and public affairs activity through all stages of planning, developing and implementation
- Take individual responsibility for agreed objectives and targets
- Develop project plans to support work programme activity that identify key milestones, success criteria and resource requirements
- Monitor project and work programme progress and report any variance
- Organise own time and resources effectively and use initiative.

## Working with Customers and Service Delivery

- Research key influencers, including their background, interests and activity in the sector, maintaining and updating a database of activity and contacts
- Develop and maintain a network of relevant key contacts for Rainbow Trust and to sustain relationships with those contacts
- Respond to stakeholder consultations to impact and influence developing policy from government and health and care bodies, e.g. NICE, CQC
- Attend key events including related seminars, debates and meetings, such as All Party Parliamentary Groups.

## Developing, Maintaining Systems and Procedures

- Prepare policy briefings and reports on issues relevant to Rainbow Trust's work
- Keep abreast of sector and political developments that may impact on Rainbow Trust and its work and to advise and communicate to colleagues how best to address such changes
- Ensure that data relevant to areas of responsibility and activity is adequately recorded and stored in line with GDPR
- Utilise and interrogate data to monitor progress towards personal objectives.

## People Management and Development

- Inspire and provide advice and support to any volunteers and interns to Volunteer Management guidelines
- Monitor any volunteer and intern work programmes and report back to the line manager
- Recognise and value the contribution of volunteers and interns.

## Team Working and Collaboration

- Work with the Engagement team to assist in securing media coverage in support of our influencing objectives, promote our policy messages and act as a spokesperson where necessary
- Work with Care Services to understand and define our position for comment on various issues regarding the social and palliative care needs of children and their families
- Contribute professional knowledge and expertise to team and department development, service delivery monitoring and evaluation
- Act as a source of knowledge and expertise
- Provide guidance and support to junior staff members and volunteers
- Collaborate with colleagues across the department and organisation in order to enable delivery on priorities and objectives
- Proactively participate in team meetings
- Contribute to team building initiatives and activities including SBI feedback.

## Special Conditions

- The role will require occasional evening and weekend work in order that the organisation is able to deliver on its commitments to its stakeholders
- Some UK travel may be required from time to time.
- All staff have a responsibility to maintain an up to date knowledge and awareness of issues around the safeguarding of children, through the completion of the relevant training, at a level commensurate with their role
- All staff must adhere to, Rainbow Trust's safeguarding policies and procedures
- The list of responsibilities outlined above are not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a manager.

# PERSON SPECIFICATION

## Policy & Public Affairs Manager



### ESSENTIAL

### DESIRABLE

#### Experience

(Previous roles, types of organisations)

- Developing and implementing effective, creative, influencing plans
- Successfully influencing and lobbying key stakeholders
- Developing briefings and/or consultation responses
- Worked within a healthcare or social care environment
- Writing for a wide range of stakeholders and audiences

- Understanding of issues relating to children's palliative care
- Experience of having worked in Parliament
- Knowledge of the health and social care system

#### Special Competencies

(Specific job-related skills knowledge understanding)

- Project management
- Ability to identify key policy drivers and influence policy makers
- Ability to interpret policy into meaningful operational language
- Convincing written and verbal communicator
- Strong understanding of how Government works
- Strong MS Office knowledge
- Ability to work with senior people
- Ability to represent the organisation with key stakeholders

#### Disposition

(Influence over others, dependability, self-reliance)

- Persuasive and inspiring, engaging the commitment of others
- Confident, self-starter, proactive working styles
- Authoritative Influencer – who builds rapport and stimulates others into action
- Detail orientated – able to analyse Government and NHSE policies and respond to consultations
- Proven track record of accountability and reliability
- Good time management skills and ability to prioritise daily workload

# PERSON SPECIFICATION

## Policy & Public Affairs Manager

### ESSENTIAL

### DESIRABLE

#### Thinking Style

(Practical, conceptual, innovative, traditional, change orientated)

- Idea generator - innovative and creative problem solver
- Quick decision maker, in response to changing conditions
- Action orientated -collaborative
- Enthusiastic and positive
- Big Picture thinker
- Focused on delivering practical timely solutions

#### Attainments

(Academic & prof qualifications & training)

- Educated to degree level (or equivalent)

#### Motivation

(Ambition, money, security)

- Achieving results through people
- Having ownership and delivering organisational success
- Driven to perform to a high level

#### Circumstances

(Mobility, special demands of job, unsocial hours)

- Regional and some UK travel
- Commitment to / takes responsibility for own continuing professional development
- Flexible hours, to accommodate team and stakeholder need