Job Description

Policy & Public Affairs Officer

Hours & Work Pattern: Full Time, 35 hours per week

Location: Head Office based in Glasgow - Hybrid working by arrangement

Reports to: Communications & Marketing Manager

Direct Reports: None Fiscal Accountability: Low

Salary: £27,046

Holiday Entitlement: 28 days annual leave and 9 public holidays rising to 31 days on tenure

Role Purpose

We are looking for a dedicated Policy & Public Affairs Officer to join our team. You will have responsibility for supporting the Communications & Marketing Manager in developing and delivering includem’s public affairs work, raising awareness of the organisation with a wide range of stakeholders.

Includem’s communications and public affairs function sits within the Development Team which includes strategy, fundraising, business development and contract management. You will work closely with the wider team to ensure their work is effectively communicated to internal and external audiences. You will engage with the wider includem workforce on a regular basis.

Responsible for a variety of tasks; supporting our policy and public affairs agenda through monitoring and research to writing and disseminating various materials, arranging meetings with key stakeholders and acting as an ambassador for the charity.

To succeed in this role, you need to be passionate, think creatively, work both independently and as part of a team, and have excellent communication, interpersonal and digital skills.

Main Duties & Responsibilities

The Policy & Public Affairs Officer will be responsible for a range of activities including the following:

* Support and take ownership of the development of includem’s policy positions, in areas relevant to our work, ensuring the experiences of children, young people, families we support, and our colleagues are fed in.
* When agreed, support includem’s influencing activity including parliamentary and public affairs work, ensuring clear communications with our stakeholders.
* Develop and manage relationships with key decision makers and influencers in central and local government, sector bodies and across the voluntary sector, and coordinate relevant stakeholder communications to these groups, as well as maintaining a contact management system, highlighting key contacts to the Executive Team.
* Deliver written outputs which share includem’s expertise including consultation responses, policy positions, briefings and reports based on high-quality research and evidence linking with other colleagues within the team and wider charity.
* Horizon scan and monitor policy and political developments to identify opportunities and risks to includem’s policy and influencing priorities.
* Help develop our campaigning approach and activity, and work closely with the Communications & Marketing Manager and Communications & Marketing Officer to ensure our policy positions are reflected in press and media communications, positioning includem as an expert voice within the sector.
* Carry out ad hoc research activities and data analysis, to support the development of includem’s research base.
* Support the delivery of includem stakeholder engagement events across Scotland.
* Identify and attend relevant conferences, events and meetings.
* Help build and maintain includem brand reputation, acting as a brand champion, ensuring consistent branding is used.
* Support the wider Development Team as needed, for example, in the writing of bids, tenders, funding applications and policy submissions.
* Any other task as identified by the Communications & Marketing Manager and the Executive Team.

Additional Information

* You will be required to work occasional evenings and weekends, as agreed with your line manager.
* Having a driving license and access to a car is desirable but not essential.
* Successful candidates will be subject to Disclosure Scotland Checks.
* You must be legally entitled to work in the UK

Person Specification & Requirements

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| Knowledge & Experience | |
| Essential | Desirable |
| Experience of supporting organisational policy and/or public affairs in a similar role. | Experience of public engagement (including Councillors, MSPs, MPs, the media and more). |
| Experience of writing for different audiences e.g. government consultations, parliamentary committees, internal briefings, comment pieces for website etc. | Understanding of the current policy and social issues relating to the social care sector; children and young people; youth justice; poverty; the charity sector. |
| Experience of the political environment. | Knowledge of the media and a good range of current media contacts (national, regional and broadcast). |
| Experience of using Microsoft programmes and of social media and digital channels to engage audiences. |  |
| Skills | |
| Essential | Desirable |
| Superior written and verbal communications. | Confidence and initiative to build relationships with key stakeholders including includem colleagues. |
| Ability to analyse; interpret and distil complex information for a range of audiences. | Experience of using social media and digital channels to engage audiences through digital campaigns. |
| Creativity, problem solving and excellent active listening skills. The ability to maintain professional relationships; even under pressure. |  |
| Confidence and initiative to build relationships with key stakeholders including includem staff across the organisation. |  |
| A team player who is ready to support the Development Team and the wider organisation as required. |  |
| Ability to work to tight deadlines, knowing how to prioritise and manage your own workload. |  |
| Qualifications |  |
| * You will be educated to [**SCQF Level 7**](https://scqf.org.uk/level-8/) or have relevant skills and experience in working in a relevant and related sector. | Relevant skills & experience in policy, public affairs communications or campaigns. |