

private & confidential

Role Description

Royal College of
Occupational
Therapists



Senior Manager - Policy and Public Affairs

For further information please contact:

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Job Title:	Senior Manager - Policy and Public Affairs
Reporting to:	Assistant Director – Professional Practice
Salary:	£57,000 - £60,000
Location:	RCOT HQ, London Bridge
Website:	www.rcot.co.uk

About

RCOT is the professional membership body for occupational therapy staff in the UK. We work to ensure the profession's rightful place in health and social care delivery and encourage our members to play an active role as ambassadors for the profession.

Purpose of Job

1. To take a strategic lead in public affairs activities across the UK on behalf of the Royal College of Occupational Therapists (RCOT) to elevate the profile of occupational therapy and to ensure RCOT is the voice of the profession with politicians, health and social care, education and research stakeholders and opinion formers in all four nations.
2. To lead on influencing legislation and policy on health, housing, social care, work and pre- and post-registration education and research in occupational therapy and manage UK wide policy activity.
3. To horizon scan and identify any activity which may be of relevance to the RCOT. To advise the Assistant Directors– Professional Practice and Education and Research accordingly and recommend and lead on appropriate course of actions.
4. To manage and support the Policy and Public Affairs Manager and Professional Practice Leads (for each country) to ensure deadlines are met and work produced to a high standard. Design and implement processes to ensure RCOT activity in each nation is co-ordinated, SMART and effective.

Key responsibilities specific to this role:

To lead on the development and delivery of influencing strategies including campaigns on behalf of the profession:

- Leading on the design of the RCOT Policy and Public Affairs strategy and delivery of the strategy by the policy and public affairs team
- Project management of campaigns ensuring agreed targets are met
- Oversight of the contracted Public Affairs agencies across all work streams throughout the UK to ensure greatest impact and value for money and ensure suitable support to the Policy and Public Affairs Manager and Professional Practice Leads for each nation
- Ensure that the Policy and Public Affairs team works across all departments closely liaising with the Communications and Marketing team and Education and Research team to guarantee members are well informed through a variety of formats and have opportunities to engage in Public Affairs activity
- Working closely with the RCOT AD–Professional Practice, AD- Education and Research and AD-Comms and Marketing to ensure that RCOT messages and UK campaigning and advocacy are integrated and consistent

To lead on ensuring the Royal College is fully informed and responds to relevant policy and political issues:

- Lead on designing processes to ensure that the Business Management Group (BMG) and RCOT departments are up to date on policy and political issues and developments relevant to occupational therapy and our members. Ensure all subsequent agreed activity is SMART
- Working closely with the RCOT AD's for Professional Practice and Education and Research to establish an approach to horizon scanning in all four nations that ensures there are opportunities to align RCOT messages and activity. Subsequent RCOT activities are co-ordinated across teams, timely and proactive, offering membership involvement, where and when appropriate

- Ensure the monitoring received from the public affairs agencies, and other sources, is communicated to key RCOT staff and, when appropriate, RCOT members. Provide a steer and suggest actions in relation to the monitoring and ensure agreed actions are completed and results or outcomes shared
- Build the influence and profile of the profession through ensuring representation at key education and /or research related meetings and working groups

To raise the profile of the profession and RCOT with key political influencers and decision makers within health and social care and higher education:

- Identify and secure strategic lobbying opportunities and capitalise on opportunities ensuring that the RCOT maximises such opportunities
- Lead on policy work including consultation responses as agreed by the AD-PP, select committee inquiries etc.
- Ensure events including RCOT's presence at the annual conferences of identified political parties is tailored to the target audience and coordinated

Build alliances and relationships with a range of organisations key stakeholders and influencers to build support for campaigning priorities:

- Ensure the policy and public affairs team effectively:
 - maintain a database of political contacts and an advocacy calendar for accurate targeting, ensuring all political contact is recorded systematically
 - utilise identified stakeholders to carry out Parliamentary activity, including raising parliamentary questions, debates, contributions, etc.
 - collaborate with RCOT colleagues, AHP colleagues, research and education stakeholders, and others, to proactively and reactively respond to key policy and public affairs positions
 - keep members informed of RCOT political influencing activities, liaising with the Assistant Director of Communications and Marketing and using the RCOT communications channels and media outlets e.g. OTNews, website, social media and other member networks

Work with RCOT members to influence on behalf of the profession:

- Brief members on UK wide and country specific education and research related policy and communicate through a range of mediums, eg OT News, website, social media
- Oversee the translation of occupational therapy evidence from members into influencing materials i.e. using narratives from members to develop high impact influencing materials that are persuasive and evidence based
- Design and oversee a programme to develop members' influencing and advocacy skills involving a variety of methods, e.g. information, workshops
- Ensure that a designated member of Policy and Public Affairs team attends and provides reports for RCOT Boards for the four nations
- Attend and provide reports for RCOT Boards- Learning and Development and RCOT Board- Research and Development as agreed with the AD-Education and Research

General organisational:

- Carry out any other duties or projects as may reasonably be requested in pursuance of the post
- Attend all business and staff meetings as necessary
- Ensure that all personnel and equal opportunities policies; standing financial instructions, Health and Safety at Work Regulations and Data Protection Regulations are complied with
- Bring to the attention of the Facilities Manager any actual or potential Health and Safety issues at the earliest opportunity to allow remedial action to be taken

Self-Development:

- Identify appropriate training and development needs and attend relevant internal and external training and development that will enable effective performance in this role
- Comply with the annual appraisal programme ensuring that all appraisals are undertaken for direct reports and a personal appraisal is completed with the appropriate line manager within organisational timeframes

All job descriptions will be reviewed periodically and in conjunction with the post holder.

Senior Manager for UK Policy and Public Affairs

Person specification

Essential

1. Degree level education
2. Proven track record in a similar role
3. Knowledge and understanding of structures and processes in the Westminster political system, Welsh Assembly, Scottish Parliament and Northern Ireland Assembly
4. Excellent networking skills demonstrating the ability to develop and build new networks
5. Ability to innovatively and creatively apply influencing techniques and tactics to promote the profession
6. Highly developed diplomacy skills, HR skills and negotiation skills
7. Ability to think strategically and produce strategically focussed business recommendations
8. Evidence of synthesising policy and public affairs information and materials to present clearly to a range of audiences

9. Demonstrably strong verbal and written communication, presentation and persuasion
10. Proven experience of developing effective working relationships with senior colleagues, and leading on collaborative working in multi-disciplinary project teams
11. Ability to plan work and meet deadlines when working under pressure on a number of projects
12. Good understanding of health and social care policy and legislation and the potential implications for occupational therapy practice in all four nations
13. Good understanding of Higher Education Policy across the UK, particularly as it relates to pre-registration healthcare professions
14. Ability to effectively manage and work within networks and coalitions for lobbying and advocacy purposes
15. Ability to work independently and collaboratively across a range of business functions
16. Experience of leading a team and managing staff
17. Experience of developing policies and processes
18. Proficiency with IT systems that include Microsoft Word, powerpoint and Outlook.
19. Excellent project management skills, evidence of leading a project, planning, developing, delivering and evaluating a project
20. Be able to undertake necessary travel (to devolved nations) and to work flexibly when required (e.g. attendance at Party Conferences)

Desirable

1. A degree relevant to public affairs and policy
2. Occupational Therapy qualification
3. Good understanding or experience of working as an occupational therapist
4. Experience of working with structures, processes and trends in Westminster political system
5. Demonstrable excellence in organising events
6. Experience of working for a membership organisation or professional body
7. Proficiency with social media