

private & confidential

Role Description



External Affairs Assistant

For further information please contact:

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JOB DESCRIPTION

JOB TITLE:	Public Affairs Adviser (Maternity Cover)
GRADE:	Adviser / Manager 1
REPORT TO:	Head of Corporate Communications and External Relations
DIRECTORATE:	Members Services

JOB SUMMARY

This role focuses on promoting the British Dental Association (BDA) through parliamentary, public affairs and campaigning activity. It demands a proactive approach to relationship building and identifying opportunities for the Association to influence.

The post-holder will play a leading role in developing the BDA's interaction with politicians, their staff and other stakeholders, fostering the profession's relationships with them. The role will involve the production of targeted briefings, arranging meetings at Westminster, and coordinating activities with key healthcare, trade union and sector partners.

The BDA currently serves as the elected secretariat to the All-Party Parliamentary Group for Dentistry and Oral Health and the Public Affairs Adviser plays a leading role in organising its programme of activity.

The post-holder will also be expected to work beyond Westminster, supporting colleagues in the BDA's Northern Ireland, Scotland and Wales offices. And following the 2017 General Election, and votes for Welsh, Scottish and Northern Irish governments in 2016, the post-holder will support the delivery of plans for engagement with parliamentarians and administrations.

Developing campaigning activity that engages the BDA's membership and supports lobbying activity will also be an important aspect of the role.

To achieve their goals the post-holder will be expected to develop and maintain a thorough working knowledge of relevant healthcare, oral health and dentistry and the BDA's policies and positions, liaising closely with the BDA's elected officers and policy team.

The post is located within the BDA's Members Services directorate. The post-holder will be part of the corporate communications and external relations team which consists of a head of

corporate communications and external relations, a communications officer, a media relations officer, and an assistant external relations officer.

MAIN DUTIES & RESPONSIBILITIES

- Identify opportunities for and organise meetings and targeted briefings at Westminster and in the devolved assemblies and administrations.
- Maintain and develop constructive relationships with politicians, researchers and other stakeholders.
- Monitor parliamentary and policy activity across the UK to identify opportunities for BDA lobbying and provide intelligence to colleagues and officers.
- Design and delivery of campaigning activities that serve to develop relationships with political stakeholders and to engage the BDA membership in lobbying work.
- Develop policy plans for engaging with stakeholders in Westminster, Cardiff, Holyrood and Stormont, engaging elected officers and Association members in their formulation and local and national lobbying work to accompany their development.
- Communicate the value of the work undertaken by the post-holder in communications to members.
- Ensure the BDA is playing an active role in relevant healthcare, trade union and sector debates, by coordinating relationships and involvement, and by acting as the secretariat to the All-Party Parliamentary Group for Dentistry and Oral Health
- Maintain an up-to-date knowledge of healthcare, oral health and dentistry in the UK by liaising with Association staff and committees and identify opportunities to support their work.
- Ensure that the needs of political audiences are clearly reflected in the work undertaken by colleagues engaged in work on media, policy, research, etc.
- Providing ad hoc advice and public affairs support to the Chief Executive, Directors and elected officers, including briefing.
- Support the work of the other members of the Corporate Communications and External Relations team as its workload requires.

PERSON SPECIFICATION

The following experience and attributes are necessary:

- Experience of working in Parliament (or one of the devolved nation's assemblies) or in a parliamentary or public affairs role.
- Confidence engaging directly with political stakeholders at a range of levels, on a cross party basis.
- Experience of coordinating briefings, meetings and other activity at Westminster including running events.
- Excellent relationship-building and communications skills, including strong writing and editing for political, policy and lay audiences
- Excellent information and data monitoring and analysis skills.
- Strong organisational skills.
- An appreciation of the role of professional membership organisations and trade unions
- Experience of using public affairs contacts databases
- Strong IT skills.

The following experience and attributes are desirable:

- Experience of healthcare policy and politics.
- Experience of acting as secretariat to an All-Party Parliamentary Group (or equivalent).