

private & confidential

Role Description



Homecare
Association

POLICY SPECIALIST - EXTERNAL AFFAIRS

For further information please contact:

Eloise Freeguard

T. 020 3824 9866

M. 07435 970530

eloise@ellwoodatfield.com



Job Title: Policy Specialist - External Affairs
Reports to: Director of Policy, Practice & Innovation
Directorate: Policy, Practice and Innovation team
Salary: £35,000 - £40,000
Location: Hackbridge (hybrid working, 2 days in office),
Moving to Clapham in March 2023

Organisation

We are the UK's membership body for over 2300 homecare providers and 60 affiliate organisations. Together we ensure that homecare is valued so that all of us can live well at home and flourish within our communities. We provide hands on support and practical tools for members and act as a trusted voice to shape homecare together.

Role purpose

Working with colleagues and members, you will raise awareness and understanding of the value of homecare with the public, the media and other external stakeholders and help to advance the interests of members with decision-making bodies such as the UK government and Parliament, industry regulators, local government and non-departmental public bodies.

Support the Director of Policy, Practice and Innovation to create champions for our work in the media, Westminster and Whitehall, helping to grow our reputation and profile as respected source of data, analysis, ideas and trusted support in parliament for our campaigns.

To research key issues or topics related to social care policy and practice to develop understanding and insights to inform the Homecare Association's work and provide practical support to members and represent their interests with external stakeholders.

Accountabilities

Policy environment

- Maintain a strong understanding of the external environment by monitoring the media, policy and political agenda to identify themes which have an actual or potential impact on homecare providers.
- Monitor proceedings of the UK Parliament and provide analysis of these for relevant staff members, updating members appropriately if required.
- Draft and review communications to be sent to member organisations on parliamentary, campaign and external affairs activity.
- Identify opportunities to use political and policy-making processes to promote the work of the Homecare Association to stakeholders, government, Parliament and other public affairs audiences.
- Undertake research into emerging policy issues for homecare and the wider social care sector and prepare briefings for on key issues, including submissions to Parliamentary inquiries.
- Draft written and oral Parliamentary Questions for supportive MPs.
- Provide briefings for senior staff ahead of events, meetings and interviews.
- Support the Policy, Practice and Innovation team in identifying, managing and tracking stakeholders.

Media relations

- Develop media messages and draft press releases, statements, letters and articles.
- Identify and create opportunities for media coverage, respond to enquiries from journalists and place feature articles.
- Monitor the Homecare Association's media coverage on a daily basis, maintaining press cuttings records, producing internal PR data and insight reports.
- Draft communications to be sent to member organisations on media coverage.

Case Studies

- Develop an approach and carry out regular case study recruitment that supports the Homecare Associations media and external affairs activities, keeping their details up to date in their CRM in line with GDPR rules.
- Organise for case studies to share their stories in the media to support the Homecare Association's media activities.

Social Media

- Develop policy and campaign social media content across all social media channels to assist in influencing opinion, enhancing engagement and extending the reach of the Association's work externally.
- Use social media as a tool for supporting policy-related PR and media campaigns – producing creative posts across all social media channels.

Supporting the Homecare Association's representational activity

- Represent the Association at external events and meetings on behalf of the association, when requested.
- Provide secretariat support, when requested, to one or more external working groups.
- Assist in the development and delivery of workshops and conference presentations to members and stakeholders. Engage prospective members and stakeholders through a personal presence at external exhibitions and events, providing knowledgeable information about the Homecare Association and the homecare sector.

Supporting members

- Prepare written resources and practical guidance for homecare providers to help them meet new and ongoing demands on the sector.
- Support the regular review and management of factsheets and resources, coordinating updates or withdrawal of out-of-date information. Help develop and manage the content related to policy and practice on the Association's Content Management System (CMS).
- Identify opportunities for the Editor of the Association's magazine to commission external articles and to write for external publication.
- Prepare copy-ready information for the Association's magazine, the Homecare Association website and blog, and the Homecare Association's member-facing publications.
- Ensure production, management and dissemination of relevant and topical information and resources about policy and practice developments to member organisations and staff through e-mail alerts.
- Participate in the Association's members' telephone and e-mail helpline by answering complex incoming enquiries and researching answers where necessary. Make referrals to other members of the team, or to external organisations, including legal and HR helplines, when appropriate.

External communications

- Respond to enquiries from stakeholders, including providing verbal and written responses.

Other requirements

- Coordinate team meetings if required, including preparing the agenda to assist team members to share information about cross-divisional issues and the external policy environment.
- Support the development of new starters and trainees during their induction and development period.
- Undertake occasional travel and overnight accommodation, where requested to do so.
- Abide by the Association's principles at all times and focus on delivery of agreed strategy.
- Operate at all times within Policy and Procedures and assist in the review of these, as required.
- Work collaboratively and support colleagues to deliver team priorities.
- Take the initiative in improving the way staff work; reporting problems to the line manager and suggesting and implementing improvements.

Contacts and relationships (customer focus, both internal and external)

- Policy, Practice & Innovation Director
- Members of the Policy, Practice and Innovation team
- Other directors and teams within the Association
- Member organisations
- Civil servants and government departments
- Officials from arms-length bodies, including regulators
- Staff from other representative associations

Reporting and KPIs

- Provide timely and accurate monthly reporting on performance against agreed KPI's, highlighting trends and exceptions.

Professional development

Maintain up-to-date awareness of developments in policy and practice and also in systems and technology solutions to enable efficient and effective delivery of the team's functions.

Dimensions

- No responsibility for budgets.
- No line management responsibility.

Person Specification

Knowledge, skills and experience

- An understanding of the issues affecting the social care and health system
- Knowledge and understanding of Parliamentary processes and procedures
- Experience of working in a public affairs, media or campaigns team An interest in regulation and an understanding of legislation
- The ability to develop and manage relationships with a range of stakeholders

- Clear and confident communication skills, including excellent spoken and written English to enable the post holder to draft media releases, write internal and external articles and prepare clear and concise briefing documents.
- Good planning and organising skills, with the ability to multi-task and work under pressure in a fast-moving environment.
- Numeracy skills, with ability to analyse and report on qualitative and quantitative data
- Ability to manage databases
- Educated to graduate level, or comparable experience.

Qualifications

- Educated to degree level or equivalent

Training

- Evidence of commitment to continuous professional development

Values, skills and personal attributes

- Strong alignment with the Association's principles – Integrity, Intelligence, Approachability, Inspiration and Influence (see attached).

Principles – what we value and what drives our culture

Principle	Meaning
Integrity	It is important to us to be honest, trusted, reliable, grounded and stable.
Intelligence	It is important to us to adopt an intelligent and evidence-based approach to our work. This includes intelligent use of resources, as well as researching, analysing, questioning and synthesising data, creating insights and information which offer value to others.
Approachability	It is important to us that we are welcoming and engaging, treating others with respect, listening carefully and with empathy to achieve understanding.
Inspiration	It is important to us to inspire and motivate others, being ambitious, creative, confident and courageous, and acting with conviction.
Influence	It is important to us that we have a positive impact, leading and influencing others through skilful communication and development of relationships, to act, improve or change for the greater good of society.

The Organisation Chart

