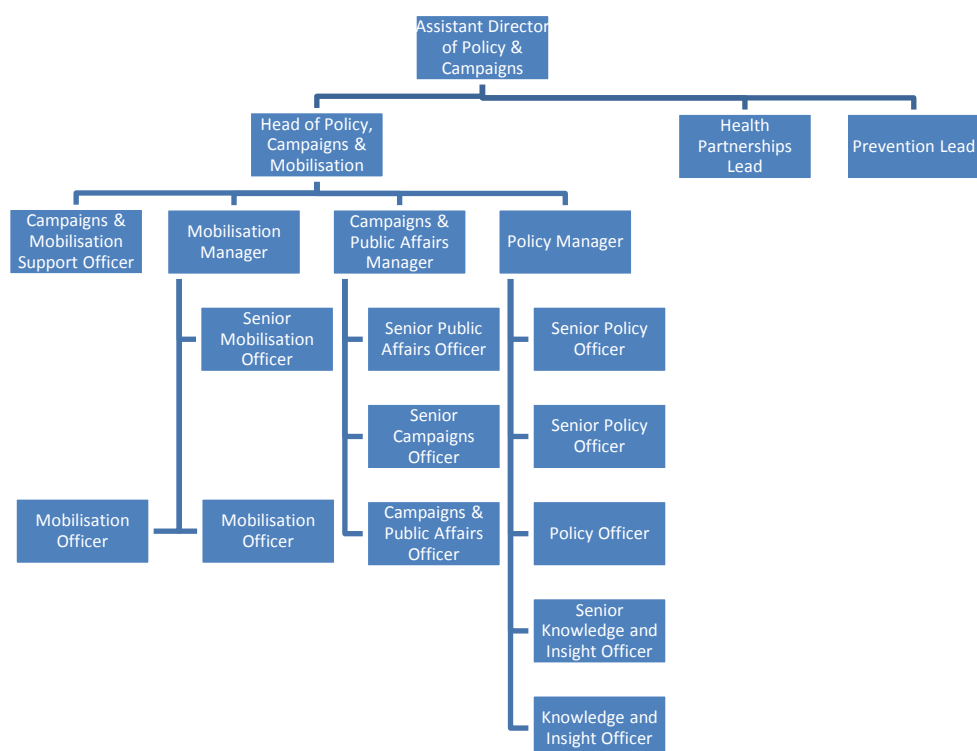


## Head of Policy, Campaigns & Mobilisation

DIRECTORATE:	Policy Campaigns and Improvement
SECTION:	Policy & Campaigns
REPORTING TO:	Assistant Director of Policy & Campaigns
CONTRACT:	Permanent Full Time



## WORKING RELATIONSHIPS:

### Inside Diabetes UK

Colleagues across the organisation including Regions & Nations, Executive team, Trustees

### Outside Diabetes UK

Senior government, parliamentary and NHS stakeholders, people living with and at risk of diabetes, health care professionals and providers, media, professional associations, voluntary sector, external partners, suppliers.

## OVERALL PURPOSE OF THE JOB

Right across the UK we campaign to fight diabetes. We campaign alongside those with or at risk of diabetes. We fight for better care for the millions of people living with Type 1 and Type 2 diabetes and to prevent the rise of Type 2.

This role will provide inspirational leadership to their teams and the charity so we can influence the external environment to achieve our strategic goals through effective policy development and insight, national influencing campaigns, public affairs activity and our involvement and mobilisation of people affected by diabetes in the issues that matter most to them.

## **MAIN DUTIES AND RESPONSIBILITIES:**

1. Provide team leadership across Policy, Campaigns and Mobilisation to develop effective ways of working to deliver high impact, evidence based influencing strategies and campaigns and ensure operational and budget targets are met
2. Ensure the organisation has access to up-to-date and accurate insight and evidence about diabetes care and prevention through:
  - a. embedding systematic processes for knowledge management
  - b. the development, maintenance and dissemination of policy priority areas
  - c. delivery of high quality, evidence based statements, reports and consultation responses
  - d. commissioning policy research and developing policy solutions
  - e. effectively communicate complex policy areas to non-expert audiences
  - f. providing expert advice to colleagues at all levels of the charity.
3. Keep abreast of complex and fast changing public and health care policy debates and monitor emerging trends in the UK and internationally to ensure Diabetes UK's policy positioning is responsive to the latest developments
4. Oversee and support the development of plans to increase the numbers of people affected by or at risk of diabetes involved in our influencing activity, from insight gathering through to mobilisation strategies
5. Oversee the delivery of parliamentary and stakeholder engagement strategies, including leading on the development and enhancement of key relationships particularly with NHS England
6. Provide support and direction in the development of Diabetes UK's priority cross-nation influencing campaigns to ensure they are evidence based, rooted in the needs of people affected by or at risk of diabetes, and deliver impact
7. Proactively horizon scan to identify future opportunities and threats around diabetes care and prevention, and work collaboratively with colleagues and external stakeholders to develop responses and provide strong thought leadership and critique
8. Build and maintain strong relationships at all levels across the charity to embed and build our policy, campaigns and mobilisation activities, and actively contribute to cross-organisational projects and programmes
9. Work collaboratively with senior leaders across the charity, including in the devolved nations, to develop and share knowledge and approaches to ensure consistency in our external influencing positions
10. Represent Diabetes UK at events and with key partners, and act as a spokesperson with the media, senior civil servants and politicians, with particular close working with the Director of Policy, Campaigns and Improvement and CEO
11. Deputise for the Assistant Director of Policy & Campaigns as required.

## PERSON SPECIFICATION:

### The best person for this job will be able to:

- Manage and empower a high-performing team that works across multiple disciplines, ensuring delivery against objectives while remaining flexible and responsive to the external environment
- Use detailed knowledge of government, the NHS and the public health system to position Diabetes UK in a strong position to influence change
- Build strong relationships internally and externally to deliver effective influencing strategies and identify opportunities to develop new areas of work
- Negotiate and advocate with tact and diplomacy
- Brief and advise senior audiences, including civil servants, special advisors, health professionals and senior staff
- Take complex issues and translate into accessible communications and content

### The best person for this job will have experience in:

- Significant policy development and analysis in a healthcare related organisation, with an understanding of the key issues facing people living with or at risk of diabetes
- Developing and evaluating effective influencing, public affairs and/or campaigning strategies involving multiple stakeholders and audiences
- Building relationships and consensus across diverse stakeholders to develop activities and to influence change
- Line and team management, including personal and team development
- Commissioning and conducting research
- Budget development and oversight

### The best person for this job will be:

- Passionate about bringing about change for people affected by diabetes and those at risk
- Committed to working with and alongside people with diabetes and those at risk in developing our influencing campaigns
- Entrepreneurial, flexible and able to navigate a constantly changing external environment
- Resilient
- Collaborative