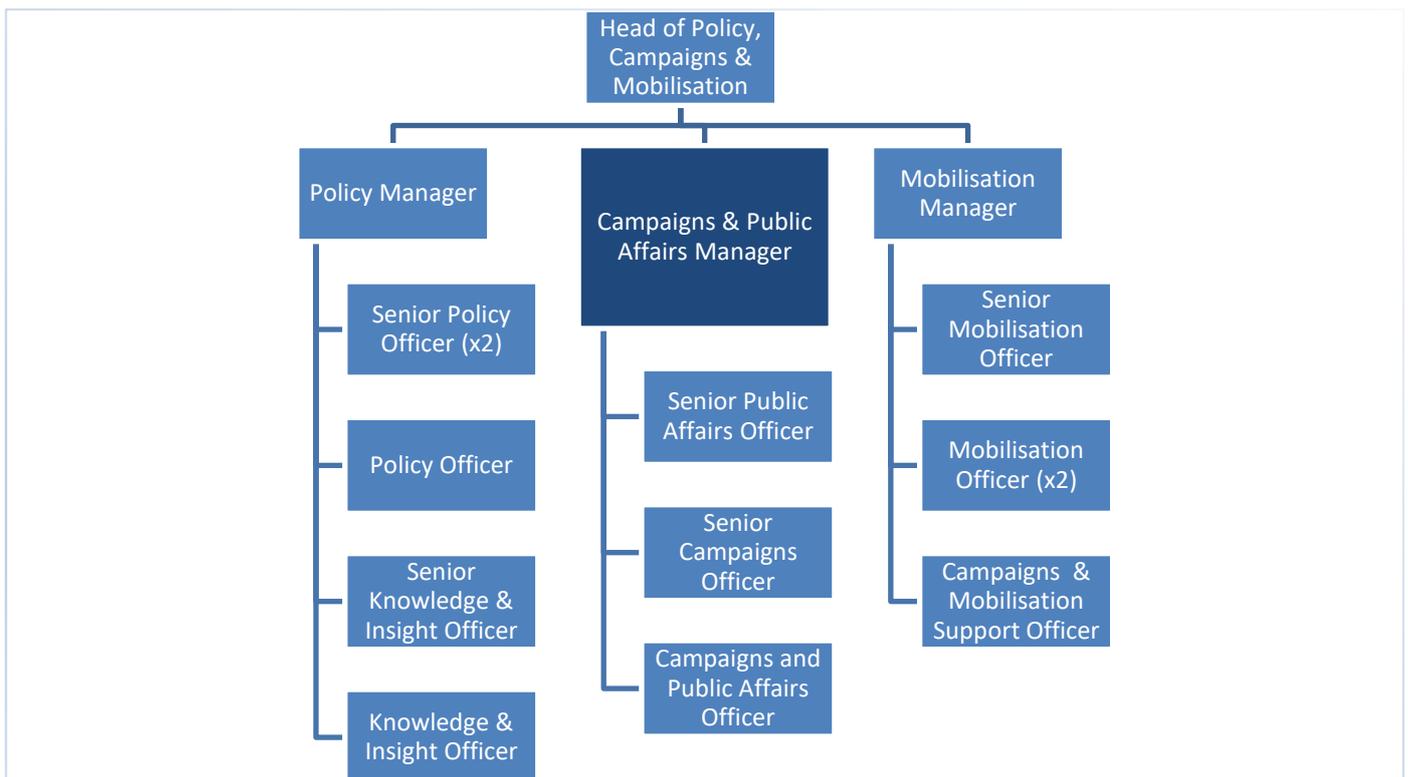


## Campaigns and Public Affairs Manager

<b>DIRECTORATE:</b>	Policy, Campaigns and Improvement
<b>SECTION:</b>	Policy, Campaigns & Mobilisation
<b>REPORTING TO:</b>	Head of Policy, Campaigns and Mobilisation
<b>CONTRACT:</b>	Full time



### WORKING RELATIONSHIPS:

#### Inside Diabetes UK

Close working with Policy and Mobilisation Managers and other members of the Policy, Campaigns & Mobilisation Team, colleagues from the Regions and Nations, Content and News, Strategic Communications, Healthcare Improvement Team, Care Team, and senior management.

#### Outside Diabetes UK

Ministers, MPs, peers, key policy decision makers, civil servants, media, senior corporate contacts, healthcare professionals, other high profile external contacts, health charities at a senior level, Professional Associations, Royal Colleges, NHS Information Centre, Diabetes Health Intelligence, National Diabetes Audit, Royal Colleges etc.

## **OVERALL PURPOSE OF THE JOB**

Diabetes is the most potentially devastating – and fastest growing – health crisis of our time, requiring high-quality care and support. There are currently 4.7 million people in the UK living with diabetes, and 12.3 million more at increased risk of getting type 2 diabetes.

The Campaigns and Public Affairs Manager will work closely with colleagues across the team and beyond to devise and drive the delivery of high impact, evidence based influencing strategies and campaigns. At the centre of the charity's campaigns, this position will find creative ways to maximise influencing opportunities and manage the delivery and monitoring of campaign and influencing plans. They will lead on our approach to building strong relationships with key decision makers and influencers across Westminster, Whitehall and beyond.

They will lead a high performing team, make the case for campaigning internally and ensure that the charity drives forward change to raise standards and improve the lives of people with diabetes and at risk of type 2 diabetes.

## **MAIN DUTIES AND RESPONSIBILITIES:**

- Lead on the development and oversee delivery of integrated campaigns and influencing approaches that shape public debate and secure concrete changes to policy and practice for people with diabetes or those at risk of type 2 diabetes
- Work collaboratively across the Policy, Campaigns and Mobilisation team, and with national and regional teams, to ensure campaigning and influencing plans are grounded in evidence, insight and a clear theory of change
- Build constructive relationships across the organisation to secure the support and buy-in needed for impactful influencing approaches and campaigns, and to ensure these are fully aligned to, and support delivery of, Diabetes UK's strategic priorities
- Oversee the development and delivery of parliamentary and stakeholder engagement strategies based on a sound understanding of key audiences to keep diabetes at the top of the political and health care agenda
- Oversee the management and delivery of an effective APPG for Diabetes
- Manage the Campaigns & Public Affairs team, supporting their personal and professional development.
- Manage the Campaigns and Public Affairs budgets
- Undertake other one-off tasks as specified by the Head of Policy, Campaigns and Mobilisation
- Be willing to work flexibly and outside of normal office hours and weekends and to travel throughout the UK.

## PERSON SPECIFICATION:

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

- Communicate confidently in a range of settings
- Apply excellent understanding of the health system and political process to the development of campaign strategies and stakeholder influencing plans
- Work collaboratively with and influence a range of audiences and stakeholders, both internal and external
- Work under their own initiative, delivering to tight deadlines and budget
- Effectively multi-task, managing multiple projects at any one time
- Think creatively and seek opportunities to increase our impact while delivering against our strategic plan
- Manage a small team covering multiple priorities

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

- Campaigning and/ or public affairs with a significant track record of securing positive change
- Managing cross-organisational campaigns and influencing strategies from concept through to evaluation using a theory of change approach
- Developing strong relationships with colleagues and external stakeholders
- Project management including project planning, time management, budget setting, implementation and monitoring
- Securing change in the health care system for the benefit of service users
- Confidently engaging with and influencing parliamentarians and other key decision makers
- Line management and development of a team

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

- Passionate about bringing change for people affected by diabetes and those at risk
- Highly politically astute with excellent knowledge of UK and devolved nations Parliament and politics
- Positive, confident and collaborative
- Willing to on occasion work flexibly and outside of normal officer hours with travel to nations and regions