

RECRUITMENT PACK AND ROLE DESCRIPTION

Head of Policy and Public Affairs (maternity cover)

NHS Providers

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Job title:	Head of Policy and Public Affairs
Initial term:	Full time, 12 month maternity cover contract
Reporting to:	Director of Policy and Strategy
Salary:	£65,000 + generous benefits
Location:	London

About NHS Providers

NHS Providers is the membership organisation and trade association for the NHS hospital, mental health, community and ambulance services that treat patients and service users in the NHS. We help those NHS foundation trusts and trusts to deliver high-quality, patient-focused care by enabling them to learn from each other, acting as their public voice and helping shape the system in which they operate.

NHS Providers has all trusts in membership, collectively accounting for £84bn of annual expenditure and employing more than one million staff.

Purpose of this role

To work with the head of policy and analysis to lead and manage the policy function, to maximise the influence and impact of NHS Providers by ensuring that policy priorities are identified and driven forward through effective member consultation, policy development and influencing activity.

To lead the public affairs function and team and work with colleagues across the organisation to maximise the influence and impact of NHS Providers and support the effective representation of its members' interests.

Nature and scope

Reporting to the director of policy and strategy and working closely with the head of policy and analysis, the post-holder will define, coordinate and develop NHS Providers' policy lines and influencing activity to shape the national health agenda on significant policy issues affecting NHS trusts and foundation trusts.

The head of policy and public affairs will work closely with the senior management team to identify and deliver key policy priorities, offering a particular emphasis on positioning, influencing approaches and the stakeholder landscape in order to enhance NHS Providers' impact and member representation. The role will ensure that NHS Providers' voice and the views of its members are heard across political, arm's length body and sector stakeholder groups, working to enhance organisation's reputation amongst key decision makers.

Ensuring a strategic approach to parliamentary and wider stakeholder engagement, the head of policy and public affairs will work with colleagues to develop NHS Providers' influencing strategies and work with colleagues and shape the national health agenda on significant policy issues affecting NHS trusts and foundation trusts.

This role is responsible for the public affairs team and its support services, responsible for gathering intelligence and horizon scanning, proactively engaging stakeholders, briefing members on political and strategic developments, and seeking member contributions to NHS Providers’ influencing activities.

As a member of the NHS Providers senior management team (SMT), the head of policy and public affairs will contribute to the development of organisational strategy and corporate policies as well as leading on specific corporate projects as they arise.

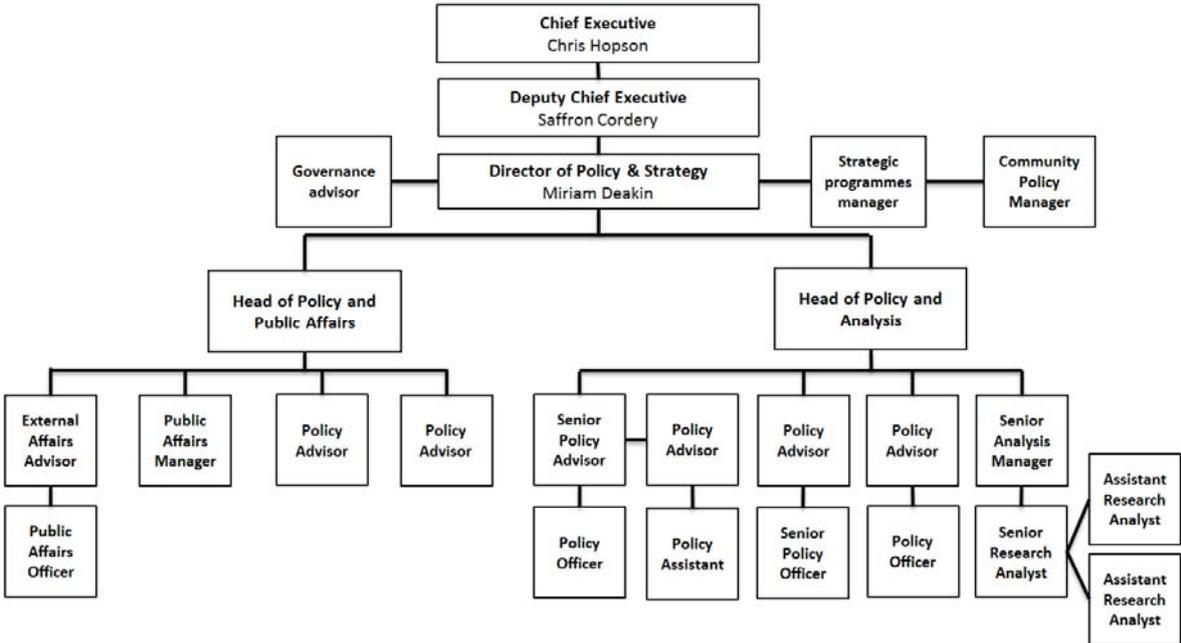
In a typical week in this role you may be asked to brief our chief executive ahead of a meeting with a health minister; take the lead yourself in a discussion with a senior stakeholder of an arm’s-length body; deliver a presentation to 60-80 board level directors from NHS trusts and foundation trusts at one of our regular network events; report to the senior management team on our strategic relationships; represent the organisation’s views on an NHS specific issue in the media; oversee the development of our policy positioning; or author a blog on current pressures facing the NHS.

A strong track record of leading strategic influencing activity within a complex stakeholder environment, and within a membership organisation, are important for success in the role. An aptitude for leading and managing a broad-ranging function will also be critical.

Structure of the team and scope of the role

The post holder will work closely with the director of policy and strategy, and the head of policy and analysis to lead and manage a directorate totalling c20 posts (with some potential to grow further over the coming 12 months). The head of policy and public affairs will directly line manage four members of staff. This includes an external affairs advisor, a public affairs manager, and policy advisors leading on quality, mental health and systems working.

While the successful candidate will not necessarily be a content expert in these areas of work, they will need the ability to help lead, develop and support programmes of influencing activity in diverse areas, to make connections between different policy portfolios, and be an adept line manager.



Accountabilities

Strategy

- Work with colleagues in the executive leadership team, notably the chief executive, deputy chief executive and director of policy and strategy, to devise and deliver policy positions and influencing strategies in support of the organisation's strategic objectives and with maximum impact on the national policy agenda
- Working closely with the head of policy and analysis, lead a coherent approach to the development of influencing activity across all of the organisation's policy priorities
- Develop a forward-looking means of supporting and anticipating NHS Providers policy requirements, gathering stakeholder and member intelligence, and working with colleagues to develop and lead stakeholder strategies where appropriate
- Provide public affairs advice to the NHS Providers senior leadership team. Work with colleagues across the organisation to develop NHS Providers' influencing strategies to support the organisation's effective external positioning and maximise its impact on the national policy agenda
- Work collaboratively with policy, analysis, and communications colleagues to devise policy positions and pursue their delivery, leveraging the expertise of each directorate, and identifying risks and opportunities in doing so
- Horizon scan and anticipate where NHS Providers may need to act or adapt in order to best represent member interests, including by gathering and sharing political, stakeholder and member intelligence
- Provide strategic counsel on sensitive issues and reputation management
- Support the scoping and initiation of new work programmes as required

Supporting evidence-based and effective influencing

- Work closely with the head of policy and analysis to ensure NHS Providers' policy positions and formal consultations are underpinned by a comprehensive and robust evidence base. To maximise the impact, quality and profile of NHS Providers' policy positions to ensure they reflect member views and command widespread support
- Develop strong relationships with member organisations including responding to priorities set by NHS Providers Board. To maximise the use of existing NHS Providers networks, focus groups and programmes to ensure policy is informed by members, and that members receive appropriate feedback and support
- Oversee NHS Providers' contact with parliamentarians, arm's length bodies and sector stakeholders, identifying and developing constructive stakeholder relationships and supporting colleagues across the organisation to do the same
- Work with SMT to ensure a programme of strategic engagement is undertaken across the organisation with key decision makers and opinion formers

- Work with colleagues to develop and deliver influencing strategies which draw on a robust evidence base, command widespread support, and maximise NHS Providers' influence in line with members' priorities
- Lead NHS Providers' parliamentary activities and monitoring, including ensuring appropriate engagement, briefing and interventions, as well as contributions to select committee inquiries and legislation, in support of member interests
- Draft letters and external-facing briefings and reports focused on key issues for the provider sector and enhancing stakeholder understanding of the sector

Supporting NHS Providers as the authoritative voice for public providers

- Maintain and enhance NHS Providers' reputation as the go to organisation for the views of and information on the provider sector, ensuring stakeholder needs are met through high-quality briefings and engagement
- Undertake to:
 - Ensure regular contact with internal and external stakeholders, often over sensitive, complex, contentious and confidential issues
 - Participate in relevant internal and external working groups, coalitions and partnerships
 - Present policy information and issues, explaining complexities, to a wide range of internal and external stakeholders
 - Act as an external spokesperson and ambassador representing NHS Providers in the media and at conferences, seminars and external meetings including accepting appropriate opportunities to speak and advocate on behalf of the organisation
- Contribute to NHS Providers' communications and events programme and its positioning as a thought leader by articulating stakeholder needs and identifying opportunities, and overseeing delivery of the organisation's party conference presence
- Provide oral and written briefings and intelligence for the executive team as required
- Make best use of a range of information sources to inform policy development and influencing activity including networks, input from roundtables and working groups, feedback from members, intelligence from healthcare commentators, partnerships and relationships with external bodies
- Provide input to a range of NHS Providers products and influencing activities – including media statements, blogs and reports – with a particular emphasis on appropriate positioning to meet stakeholder needs and maximise influencing impact

Supporting members and trust boards

- To provide advice and support to NHS Providers' networks, as appropriate, by working with the development and engagement team on devising suitable agendas and delivering presentations

- Provide members with timely updates on key political, legislative and strategic developments affecting the provider sector
- Develop constructive relationships with members and seek member contributions to public affairs activity as appropriate
- Support members in their political engagement as appropriate including via a quarterly briefing trusts can use in conversations with local stakeholders
- Ensure effective policy support for and input to, the work of the development and engagement team, including conferences and events, network meetings, member network meetings, non executive director (NED) induction, our dinner programme, our board development offer

Supporting NHS Providers as a well-managed organisation

- Lead a team of public affairs and policy professionals, agreeing team and individual objectives, managing performance, undertaking appraisal and providing development opportunities
- Take joint responsibility with the head of policy and analysis for the operational budget management for the policy and strategy directorate, ensuring team monitoring processes are in place to track and manage expenditure and forecast future spend
- Ensure systems and processes are in place to enable effective parliamentary and stakeholder engagement, including account management of agency monitoring services
- Attend and make a full contribution to the work of the SMT, including contributing to corporate policy making and the implementation of corporate decisions, as cascaded by the executive team or confirmed by the SMT
- Work closely with the director of policy and strategy and the head of policy and analysis to develop and maintain an effective planning and delivery infrastructure for the policy and strategy directorate
- Ensure the organisation's strategic objectives are underpinned with resourced and realistic work plans and to monitor, evaluate and report back on delivery as required at SMT level meetings

Safety

- Health and Safety at Work Act: The jobholder is required to take reasonable care for the safety and health of themselves and others who may be affected by their acts; and to co-ordinate with management in the promotion and maintenance of health and safety measures

General

- Any other duties as may be required either on a temporary basis or following mutually agreed changes to this job description as a result of organisational changes

Person specification

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
Experience	<ul style="list-style-type: none"> • Strong track record in a senior public affairs role, of developing and delivering public affairs strategies • Experience of developing evidence-based policy and influencing campaigns on behalf of members at a national level • Being a respected external advocate for an organisation • Comfortable with both working independently and leading multi-disciplinary teams, displaying interpersonal and leadership skills and utilising resources effectively • Experience of running influencing campaigns and of communicating complex issues to a range of audiences, verbally and in writing • Experience of commissioning and analysing and applying findings from desk research, literature search and review within a policy and influencing environment • Managing complex stakeholder relationships • Actively develops themselves and other members of staff • Ability to exercise sound judgement, maintain discretion and use initiative 	<ul style="list-style-type: none"> • Experience of membership-based representative organisations • Experience of line management and project management structures • Experience of budget/resource management
Knowledge	<ul style="list-style-type: none"> • Educated to degree level or equivalent • Understanding of the UK's political and health policy landscape and policy making and parliamentary processes • An understanding of the challenges facing public sector organisations and the NHS and health sector more specifically • Ability to understand political and organisational sensitivities and tailor approach accordingly 	<ul style="list-style-type: none"> • Educated to masters level or equivalent in a relevant topic • Knowledge of the provider sector
Skills	<ul style="list-style-type: none"> • Excellent verbal, written, and presentation skills • Strong analytical skills with the ability to understand complex policy and legislation • Excellent relationship building and 	<ul style="list-style-type: none"> • Knowledge of developing robust evidence based policy positions based on a range of qualitative

	<p>influencing skills and working with senior stakeholders</p> <ul style="list-style-type: none"> • Knowledge of a range of policy development and influencing techniques • Ability to work under pressure and prioritise to meet deadlines • Programme and project management • Ability to manage contract and working relationships with senior consultants • Strong interpersonal skills, including negotiation, influencing, conflict management and partnership working. • The ability to work with others and develop excellent collaborative networks internally and externally • The ability to think creatively and strategically 	<p>and quantitative sources</p>
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How to apply

Please send a CV and covering letter setting out why you are interested in the role and how you meet the person specification to jo.whyte@nhsproviders.org by 12 noon on Wednesday 25 September.

Interviews will take place in the weeks commencing 7 and 14 October.

For an informal conversation about the role, please contact director of policy and strategy, Miriam.deakin@nhsproviders.org.