

## JOB SUMMARY AND PERSON SPECIFICATION

**Job Title:** Senior Public Affairs and Policy Manager  
**Reports to:** Head of Communications  
**Based at:** Help for Heroes, St Dunstan's Hill, London

<p><b>Job Purpose</b></p>	<ul style="list-style-type: none"> <li>• Lead on Help for Heroes political engagement on issues affecting wounded, injured and sick Veterans, Serving Personnel and their families.</li> <li>• Drive the Charity's policy, public affairs and Thought Leadership agendas ensuring the key objectives and messages of the charity are communicated to key audiences</li> <li>• Ensure our beneficiaries' cause is relayed faithfully to relevant audiences, and that the work of the charity is understood.</li> </ul>
<p><b>Accountabilities</b></p>	<ul style="list-style-type: none"> <li>• Leading on political engagement, building trust with senior stakeholders (e.g. No 10, Secretary of State, Government departments etc...) to ensure the charity's policy positions are understood.</li> <li>• Anticipating political opportunities or risks that may impact the Charity and advising routes to take.</li> <li>• Leading and developing the Charity's Public Policy Unit</li> <li>• Ensuring public affairs plans and activities are fully aligned with wider communications plans and the strategic objectives of the Charity.</li> <li>• Managing Policy &amp; Public Affairs Officer</li> <li>• Representing the Charity on the political stage in Westminster &amp; devolved legislatures, building trust and enhancing H4H's reputation among political stakeholders.</li> <li>• Developing, promoting and protecting the reputation of the organisation, ensuring the key messages of the charity are communicated to relevant audiences.</li> <li>• Provide political counsel and advice to CEO &amp; Leadership Teams.</li> <li>• Ensuring relevant multi-channel Marketing, Fundraising &amp; Comms campaigns are evidence-based, aligned with our policy and have a clear Public Affairs element.</li> </ul>
<p><b>Main Responsibilities</b></p>	<p><b>Policy Development:</b></p> <ul style="list-style-type: none"> <li>• Managing the organisation's public policy work and chairing the public policy unit.</li> <li>• Working closely with Directors and Heads of Department across the organisation to develop the public policy output</li> </ul>



	<ul style="list-style-type: none"> <li>• Providing high-level public affairs and policy advice to the CEO and Leadership Team.</li> <li>• Liaising with Government departments on the development of Government policies which align with the strategic objectives of the Charity.</li> <li>• Producing papers and policy recommendations resulting from the work of the policy unit.</li> <li>• Producing H4H contributions to Select Committee inquiries and Government consultations</li> <li>• Identifying opportunities to influence public policy decisions and political debates to generate opportunities for Charity,</li> <li>• Identifying risks to the organisation and beneficiaries resulting from potential policy changes and developing and executing influencing plans to protect and promote the interests of the Charity.</li> </ul> <p><b>Public Affairs</b></p> <ul style="list-style-type: none"> <li>• Developing and implementing parliamentary outreach plans to influence political opinion and Government policy decisions.</li> <li>• Raising awareness of the Charity’s work, objectives and impact amongst policy and decision makers.</li> <li>• Building relationships and establish regular contact with key influencers across the political / academic and third sector</li> <li>• Writing briefings which reflect our key messages and target relevant audiences</li> <li>• Monitoring parliamentary business to ensure the organisation can target appropriate stakeholders ahead of debates which may be relevant to our cause</li> <li>• Co-ordinating visits to H4H locations by political and policy stakeholders.</li> <li>• Managing a Policy and Public Affairs Officer</li> <li>• Supporting the work of relevant All Party Parliamentary Groups as required</li> </ul> <p><b>Media relations</b></p> <ul style="list-style-type: none"> <li>• Supporting communications projects for the charity and securing positive media exposure to benefit the charity and its strategic objectives.</li> <li>• Responding to incoming press requests, highlighting relevant PR enquiries to specialist teams and drafting news statements</li> <li>• Monitoring channels to ensure any relevant or incorrect stories are flagged and responded to in a timely and appropriate manner</li> </ul>
<p><b>Essential Knowledge, Skills &amp; Experience</b></p>	<ul style="list-style-type: none"> <li>• Substantial experience of engaging with and influencing senior political and policy stakeholders.</li> <li>• Policy Research and development experience</li> </ul>

	<ul style="list-style-type: none"> <li>• A highly developed understanding of UK politics, policy debates and government structures.</li> <li>• Confident in communicating across a wide range of audiences.</li> <li>• Very strong written and verbal communications skills.</li> <li>• A good self-starter, able to spot opportunities and act on initiative.</li> <li>• A team player who enjoys working collaboratively,</li> <li>• Must be highly organised to manage multiple projects to strict deadlines</li> <li>• Must be able to manage workload with changing priorities and get behind wider team efforts when required</li> <li>• Must be able to produce consistent work with an excellent attention to detail</li> <li>• Must be aware of the potential impact of actions or decisions to the Help for Heroes brand and reputation</li> <li>• Demonstrate and understanding that you will be representing the charity in everything you do</li> <li>• Demonstrate an enthusiastic approach to work and to the purpose of the charity</li> <li>• Must be able to manage changing priorities and be willing to step in to help colleagues if needed in other areas of Charity activity</li> </ul>
<p><b>Desirable Knowledge, Skills &amp; Experience</b></p>	<ul style="list-style-type: none"> <li>• Ability and desire to assist in longer-term planning</li> <li>• An understanding of current political and policy debates on Veterans issues (incl. mental health, housing, employment)</li> </ul>