

**Senior Policy and Campaigns Adviser (Health)
Job Description**

1.	Main purpose of the Job	
	To support the charity's efforts to influence national public policy development and implementation in order to improve health service provision for people affected by Parkinson's.	
2.	Position of organisation	
	Reports to:	Head of Policy and Campaigning, Strategic Intelligence and Excellence Directorate.
	Responsible for:	N/A
	Main relationships:	People affected by Parkinson's including policy panel members and campaigners, health and social care commissioners and providers, government departments, ministers, parliamentarians including All Party Parliamentary Group for Parkinson's, decision making bodies, partner organisations, health and social care professionals, Service Improvement Advisers and Parkinson's Local Advisers.
	Direct contacts:	Chief Executive, directors, heads and managers of teams, including the head of the UK Parkinson's Excellence Network and the head of media and PR, head of marketing and area and country managers.
3.	Brief description of directorate	
	The Strategic Intelligence and Excellence directorate drives the improvement of policy and services for people affected by Parkinson's across the UK, building strategic intelligence and effective involvement from across the Parkinson's community to underpin the change that people living with the condition want to see. The directorate leads on the charity's work relating to policy, campaigning, service improvement, professional engagement, education and workforce development, involvement, inclusion, personalisation, knowledge management, impact measurement and evaluation.	
4.	Scope of the Job	
A.	Develop, implement and evaluate plans and approaches to influence health policy at a national level	
B.	Develop, implement and evaluate campaign activities in health policy areas	
C.	Plan and produce health policy position papers and prepare draft responses to consultation documents as agreed	
D.	Monitor, analyse and brief colleagues on key developments in the health policy field	
5.	Duties and responsibilities	
A.	Develop, implement and evaluate plans and approaches to influence health policy at a national level	

	<ul style="list-style-type: none"> • Identify opportunities to influence national policies in health care, including but not exclusively, NHS England, National Institute of Health and Care Excellence, Government departments and civil servants. • Analyse the implications of health care policies from Westminster on people affected with Parkinson's and ensure the relevant evidence based robust response is submitted. • Work closely with the relevant staff in each country, sharing intelligence about health policy developments and the implications across the UK. • Maximise the organisation's impact in health care and the relevant policy areas by identifying and taking opportunities to develop effective working relationships with external agencies in all sectors drawing on their knowledge and expertise. • Undertake research and commission service user insights to gather evidence of gaps in services and the needs of people affected by Parkinson's in health policy. • Represent the charity on external groups and coalitions, and at external meetings with stakeholders.
B.	<ul style="list-style-type: none"> • Lead on the development, implementation and evaluation of all health campaigns for Parkinson's • Ensure the involvement of people affected with Parkinson's so that they are fully engaged in meaningful campaign planning and activity. • Ensure campaigns within the health care policy areas are developed in consultation with staff from the devolved nations and the Campaigns Engagement Manager to ensure campaigns are relevant and applicable across the countries and areas of England. • Support the Campaigns Engagement Manager in helping to identify the organisation's local campaign priorities in respect to health policy. • Use all avenues of information gathering across the organisation – including Information and Support Services - to ensure health campaigns have a robust evidence base and are reflective of the issues important to people affected by Parkinson's. • Take forward the organisation's work in identifying, developing and implementing campaign priorities in health policy. • Where appropriate develop and take forward joint initiatives and campaigns with other organisations and coalitions. • Where appropriate, act as project lead for defined Parkinson's UK campaigns. • Identify and take opportunities to influence other organisations, including but not exclusively, NHS England, appropriate Government departments, civil servants, regulatory bodies and national decision makers. • Monitor and evaluate campaigning activities in order to review the extent to which the charity is achieving agreed campaign aims and objectives. Work with colleagues in the PR team to promote campaigns in local, national and trade press.
C.	<ul style="list-style-type: none"> • Working with people with Parkinson's and their carers (including those represented on the policy panel), experts and stakeholders to draft policy position papers to underpin the charity's position when influencing health across the UK • Draft responses to relevant Government and external agency consultations and parliamentary inquiries • Ensure the views of people with Parkinson's, members and groups are fully reflected in health care policy priorities considered by the organisation.
D.	<ul style="list-style-type: none"> • Horizon scan for issues that may impact the health policy field and raise these with the wider team so that the impact on people affected by Parkinson's can be determined and the necessary course of action decided. • Undertake regular monitoring and analysis of relevant publications.

	<ul style="list-style-type: none"> • Draft briefing papers for internal colleagues on key issues of health policy so that they are appropriate to the target audience. • Ensure the wide dissemination of information regarding policy and campaigning activities in line with agreed priorities, working closely with other teams in the Strategic Intelligence and Excellence Directorate where appropriate. • Ensure the wider organisation is aware of Parkinson UK's health campaigns, and the actions they may take within their role to contribute to the success of the campaign. • Provide policy and campaigns expertise to the wider organisation, as required.
6.	General responsibilities
	<ul style="list-style-type: none"> • Contribute positively to the Directorate and team meetings, team working and implementing organisational priorities. • Ensure the involvement of people affected with Parkinson's at all stage of policy and campaigns planning, research and implementation. • Contribute to the charity's performance monitoring systems. • Be flexible within the broad remit of the post and be prepared to work some evenings and occasional weekends. • Take direction on projects and priorities, which may vary from time to time. • Abide by organisational policies and practices, including the equal opportunities policy. • Be self-servicing and able to act on own initiative where necessary. • Undertake any other duties as necessary. • Operate to the competency level required for the role, as identified through the core competency profile
7.	Dimensions and limits of authority
Disciplinary action:	N/A
Budgetary limits:	N/A
Authorises expenditure within a budget to a limit of:	N/A
Signs contracts and contractual matters on behalf of Parkinson's UK:	N/A

This job description does not form part of your contract of employment. The duties laid down in this job description may change from time to time following a review and in consultation between post holder and line manager / Director.

Created Date: March 2017

Signed by post holder: Date:

Agreed Correct and
signed by Line Manager: Date:

Agreed Correct and
Signed by Director: Date:

**Senior Policy and Campaigns Adviser (Health)
Person specification**

		Essential	Desirable
Experience	Sustained and proven paid experience in a public policy, lobbying or campaigning role focusing on health policy	√	
	Demonstrable practical experience of influencing Government and public policy	√	
	Experience of working with coalitions	√	
	Engaging service users in setting priorities, policy development and campaigns	√	
	Experience of running successful national campaigns for change	√	
Skills and abilities and personal attributes	Excellent research, analytical and information gathering skills	√	
	Excellent communications skills with the ability to appropriately target relevant audiences	√	
	Excellent relationship building skills and ability to influence decision makers at every level	√	
	Excellent interpersonal skills to forge effective working relationships externally and internally	√	
	Excellent organisational skills and ability to organise external and internal events and meetings.	√	
	Ability to work under pressure	√	
	Ability to understand and process large amounts of detailed information	√	
	Ability to maintain political impartiality and be discreet	√	
	Ability to work on own initiative and use judgment in problem solving	√	
	Able to work as a team member	√	
Computer and internet literacy	√		
Knowledge	Thorough understanding of health policy issues and how to influence government policy	√	
	Understanding of the health economy at a local level and within the devolved nations	√	
Education/ Training	Graduate level or equivalent in experience	√	

Other Requirements	Ability to work flexible hours	√	
	Willingness to develop an understanding of disability issues.	√	
	Commitment to working within the principles of equal opportunities.	√	
	Empathy with the aims, goals and values of the charity, and a commitment to support delivery to meet these.	√	
	Ability to undertake occasional travel and overnight stays	√	