

Job Description

Job Title: Public Affairs Officer

Responsible to: Senior PR and Communications Manager

Job Purpose:

As the Public Affairs Officer for the largest children’s hospice in the UK and Europe, this role plays an important part in campaigning for greater and more sustainable funding for children’s hospices and advocating for better palliative care for all children and young people.

In this role, you will develop a strong understanding of health policy and politics and use this to identify ways Acorns can lend its voice to and shape the national debate on children’s palliative care and hospice care funding.

You will play a vital role in making a difference at a local level by building trusted relationships with key stakeholders, including politicians, ICBs, civil servants and decision makers across the West Midlands and Gloucestershire.

As Acorns Public Affairs Officer you will champion our work and use powerful storytelling to demonstrate the impact of our hospice care for children and families across the region.

You will develop impactful messaging and equip advocates with the tools they need to use their voices in support of our cause.

Working in collaboration with colleagues across the sector to maximise our impact, you will play a role in shaping solutions that decision makers can implement to ensure that children and families in our region receive the care and support they need.

You will also identify opportunities to work in partnership with Hospice UK and Together for Short Lives and contribute to the planning and delivery of political campaigns that build pressure on decision makers using parliamentary, public and media support.

Your role will form part of the in-house Communications team, sitting within the highly-skilled Marketing and Communications department. The role sits as follows:





Main Duties:

- Develop a strong understanding of health policy and politics and use this to identify ways Acorns can lend its voice to and shape the national debate on hospice care funding, and establish the charity as a thought leader on children's palliative care.
- Play a vital role in making a difference at a local level by building trusted relationships with key stakeholders (politicians, IBCs, civil servants, decision makers).
- Champion the work of Acorns at national and regional levels, using powerful storytelling to demonstrate the impact of our hospice care for children and families.
- Develop impactful messaging and equip advocates with the tools they need to use their voices in support of our cause.
- Work in collaboration with colleagues across the sector to maximise our impact.
- Identify opportunities to work in partnership with Hospice UK and Together for Short Lives and contribute to the planning and delivery of political campaigns.


Political monitoring and analysis:

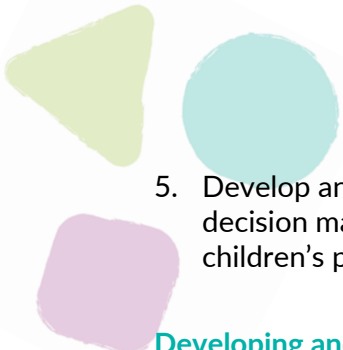
1. Monitor and analyse the impact of national policy developments (such as Government announcements or consultations) and draft written briefings for key stakeholders, including politicians and Acorns staff.
2. Develop your knowledge of what is happening across the political and policy landscape, in particular health policy, and use it to identify opportunities for us to influence change.
3. Develop open dialogue and partnership working practices with national organisations such as Hospice UK and Together for Short Lives on national issues and developments that may impact Acorns.
4. Provide spokespeople, including Acorns executives and senior leaders and families on national issues to establish Acorns as a thought leader across the sector.
5. Provide information, as requested by colleagues from other areas of the organisation, on policy and political developments.

Campaigning and advocacy:

1. Working in collaboration with internal teams across Acorns to plan, develop and run campaigns aimed at local decision makers that involve engagement with politicians, IBCs, the media and the public to influence change.
2. Develop powerful case studies that demonstrate the vital need for and impact of Acorns children's hospice care for children and families across our region.
3. Establish a campaign group utilising Parent Carer Champions and Young Ambassadors and equip them with the resources needed to speak on local and national issues affecting children's palliative care.

Building relationships:

1. Working with the Executive team, develop and maintain relationships with elected representatives across the West Midlands and Gloucester via emails, in-person meetings and by providing written briefings as needed.
 2. Working with EDs and the Statutory Partnerships team develop and maintain Acorns relationships with ICBs and civil servants.
 3. Manage a database of MPs, councillors and other key decision makers who support our cause and ensure it is kept up to date.
 4. Develop and maintain relationships with counterparts across the sector and at Hospice UK and Together for Short Lives to help shape activity and provide an Acorns voice to campaigns and activity.
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5. Develop and implement a 'communications journey' for key stakeholders to ensure decision makers are kept informed of our work and any local or national issues affecting children's palliative care and the hospice sector.

Developing and influencing policy:

Draft responses to political issues that impact Acorns and the hospice sector as required.

Other key duties:

1. To act as an ambassador for Acorns raising awareness of its charitable aims and objectives and enhancing its reputation through exemplary behaviour, conduct and team working.
2. Be able to occasionally work outside of normal office hours and travel to London, including overnight stays.
3. Deliver all work accurately and to a high standard.
4. Develop effective working relationships across the organisation.
5. Support the Senior PR and Communications Manager in collating accurate and insightful reports to senior managers on progress against objectives.
6. Put the needs and interests of Acorns children and young people and their families first in all aspects of their work.
7. To ensure compliance with Acorns policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding.
8. To contribute to Acorns fundraising aims by raising awareness with your stakeholder groups about how vital fundraising is to the charity's mission and sharing opportunities for fundraising support
9. To actively participate in an annual performance and development review process and any training and development identified to further enhance your role with Acorns.
10. To ensure compliance with Acorns policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding

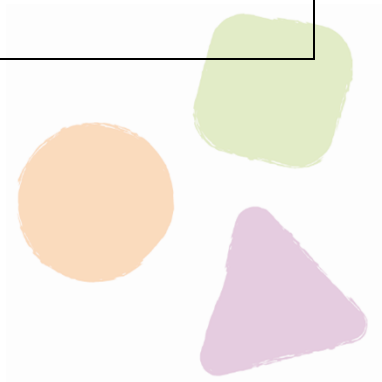
Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children's Rights and support all children to be Rights Holders.





Person Specification: Public Affairs Officer

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> > Highly developed personal influencing skills, including excellent written and oral communication skills. 	<ul style="list-style-type: none"> > A relevant qualification in PR, Communications or Public Affairs.
Experience	<ul style="list-style-type: none"> > Demonstrable experience in a public affairs / PR or comms role. > Experience of and a proven track record of working with MPs, Ministers and MEPs > Lobbying and networking with a wide range of relevant stakeholders > Policy and strategy work > Knowledge of the legislative and parliamentary procedures > Maintenance of stakeholder databases, tracking political views and opinions. > Experience of using a parliamentary on-line and/or PR monitoring tools. 	<ul style="list-style-type: none"> > Strong understanding of health policy and politics relating to health and palliative/hospice care > Experience of delivering successful advocacy campaigns and fronting policies and programmes is desirable. > Excellent understanding of parliamentary process and procedure as well as a strong understanding of how to use a variety of tactics to engage and influence a variety of senior people. > Strong track record of delivering effectively in a dynamic, complex and rapidly changing policy environment.
Skills and Abilities	<ul style="list-style-type: none"> > Adept at influencing and engagement, with the ability to gain others' support for ideas, proposals, projects, and solutions. > Experience of working with senior elected representatives including parliamentarians and their staff. > Experience of developing effective relationships at senior level, with high level of credibility with internal and external stakeholders across competing interests. > Experience of planning and delivering end-to-end public and parliamentary affairs strategies. > Political astuteness and judgement in dealing with politicians, with the ability to exercise discretion and confidentiality, and always demonstrating political neutrality. > Researching, analysing and interpreting information > Commanding the respect of both internal and external audiences 	



	Essential	Desirable
Other	<ul style="list-style-type: none"> > Strong problem-solving skills. > Possesses the ability to develop, maintain, and strengthen partnerships with others inside or outside Acorns who can provide information, assistance, and support. > Well-developed organisational skills, including the ability to use initiative, to prioritise workload and work under pressure to achieve tight schedules and deadlines. > Ability to multi-task, deal with urgent, potentially high profile and unplanned requests for information and analysis at short notice. > Demonstrates a strong work ethic and takes pride in work. > Maintains a positive attitude with a 'can do' approach to work. 	
Behaviours	<ul style="list-style-type: none"> > Will challenge the status quo > Positive, enthusiastic approach & can-do attitude > Curious, always seeking to understand and improve experience of customers > Open to change and continuous improvement > Innovative mindset and passionate about learning > Commitment to the Acorns strategy & its success 	





Terms and Conditions of Employment

Job Title:	Public Affairs Officer
Responsible To:	Senior PR and Communications Manager
Location:	Drakes Court Alcester Road Wythall Birmingham B47 6JR With some home working
Salary:	£30,000 - £37,000
Notice:	12 weeks
Hours:	37 hours per week
Holidays:	31 days (229.5 hours) including public holidays, rising to 35 days (259 hours) after 3 years' service (pro rata)
Pension:	Contribution to Group Personal Pension Plan. Organisation will contribute 7.5% to pension.
Life Assurance:	2 x salary life assurance scheme

All terms and conditions will be detailed in writing together with Employee Handbook which must be read and observed.