

# Job description



## Public Affairs Officer

### Main purpose of job

This role will play a crucial part in ensuring the delivery of the Society's objectives by raising the importance of dementia in the political arena, among civil servants and opinion formers working in the health and social care and research fields. This will be achieved in two key ways:

- Providing specialist knowledge of the UK Parliament and Whitehall to ensure Alzheimer's Society maximises its influencing opportunities
- Delivering the Society's parliamentary strategy, which seeks to strengthen commitment among parliamentarians across all political parties, and by advising on tactics for engaging them

### Position in organisation

This post will report to the Public Affairs Manager. They will be a member of the Policy, Campaigns and Partnerships directorate and will liaise at all levels within and across the organisation. Externally they will liaise with parliamentarians and external organisations. They will represent the Society at external forums and meetings with key stakeholders as required. They will also have a key role working closely with the Policy team, Regional Public Affairs and Campaigns Team, Dementia Voice and Media team.

### Dimensions and limits of authority

- Support delivery of the Society's political engagement strategy for parliament and Whitehall
- Manage and implement effective development and delivery of the Society's national campaigns, with a particular focus on parliamentarians and opinion formers
- Working closely with the Regional Public Affairs and Campaigns team to ensure integrated local and national public affairs activity
- Develop and write content that contains specific policy and campaign asks to achieve the Society's aims in Westminster
- Respond to external enquiries from politicians and internally within criteria agreed by the Public Affairs Manager
- Work closely with the public affairs and campaigns colleagues

### Duties and key responsibilities

- Proactively engage parliamentarians on dementia related issues and act as the first point of contact for them at the Society
  - Identify, build and manage relationships with key opinion formers in parliament and beyond
  - Responsible for political stakeholder management at a national level and responsible for oversight of political monitoring
  - Responsible for sharing political knowledge and advice to the wider organisation and senior colleagues in the form of updates, briefings and presentations
-

- Responsible for monitoring wider political and policy landscape within the health and care sector and any areas additional areas that directly impact on people affected by dementia
- Responsible for identifying opportunities and devising tactics and strategies to influence parliamentarians, political parties and Whitehall activity. This will be achieved by undertaking parliamentary research and drawing on knowledge of the political system. Activities to include: providing written and face to face briefings; drafting Parliamentary Questions and parliamentary motions
- Support the work of the All Party Parliamentary Group on Dementia
- Use evidence to persuade and negotiate with parliamentarians and opinion formers to support Alzheimer's Society position on key issues and identify actions for them to take to demonstrate their support.
- Offer oversight and support for a range of public affairs events including parliamentary receptions, roundtables, party conference activity and face-to-face meetings
- Work on parliamentary influencing strategies for national campaigns as agreed by the Public Affairs Manager
- Analyse, monitor, and evaluate the effectiveness of the Society public affairs and campaigns activities.

## Organisational responsibilities

- To adhere to all the Society's service standards, policies and procedures.
  - To comply with the data protection regulations, ensuring that information on clients, supporters, employees and volunteers remains confidential.
  - To champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the Society.
  - To support and enable volunteering activities.
  - To implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
  - To be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
  - To administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements.
  - Work to embed a culture of inclusion and collaboration, within and beyond the Society
-

# Person specification



All of the following requirements are essential, unless marked with a \* when they are desirable, and will be assessed from a combination of information provided from the application form and interview process.

## Education and qualifications

- Degree level, or equivalent

## Skills, personal attributes and experience

- Excellent knowledge of the political system, parliamentary structures and the range of mechanisms for accessing MPs and Peers
- Knowledge of UK Government and parliament
- Knowledge of health and social care policy and understanding of dementia\*
- Significant experience in a public affairs or parliamentary related role with experience of influencing and persuading opinion formers, in particular MPs and Peers
- Experience in organising well focused events to achieve agreed public affairs objectives, ranging from parliamentary receptions to small-scale stakeholder seminars
- Strong IT skills
- Excellent oral and written communication skills in order to communicate the work of the Society to different audiences
- Ability to build positive relationships and engage with staff across the Society
- Proven experience of working with members of a network
- Experience of supporting volunteers and grassroots campaigners
- Excellent organisational skills
- Able to work independently while seeking advice as required
- Innovative, solution-orientated approach to work
- Interested in championing the rights of those living with dementia
- Able to establish priorities and manage a complex workload in order to meet tight deadlines
- Give appropriate control, authority or resources to others to achieve shared aims
- Ability to engage with key organisational partners and their roles
- Ability to proactively build relationships and networks

## Criminal records check

This post may be subject to a satisfactory criminal records disclosure from the Disclosure and Barring Service (DBS). For Northern Ireland this post may be subject to a satisfactory criminal records disclosure from Access NI. For further information on the Society's criminal records check policy email

[recruitment@alzheimers.org.uk](mailto:recruitment@alzheimers.org.uk)

---