

Head of Policy and Public Affairs

Directorate: Communications and External Affairs
Reports to: Director of Communications and External Affairs
(Chief Executive Officer, in the short term)
No. of Direct Reports: up to 3
Grade: 3

1.1 Job purpose

Deliver impact for the College, its membership, patients and the public, across a range of strategic health policy goals and in the delivery of our ambition to secure the future of the specialty. The role will define the range of policy objectives to embed perioperative care across the NHS to improve patient outcomes, to achieve an increase in investment in the anaesthetic workforce and provide effective advocacy for the specialty of anaesthesia, the College and its members. The role will also ensure that all functions, committees and projects are aligned to, and support the delivery of the College's strategy. The post-holder will play an active role within the College's management team and effectively manage the Policy Team to deliver their goals.

The role is integral to the development and implementation of the College's public affairs plan. This incorporates influencing and collaborating with key decision-makers, including but not limited to, public health partners, the NHS and related bodies, parliamentarians, and policy makers where they align with the interests of the College.

1.2 Key tasks and responsibilities

Leadership and Top Line Policy and Public Affairs

- Lead on the development of strategic and operational activities and plans to support the delivery of the College strategy and support the interests of the College and its members
- Work in collaboration with key internal stakeholders to ensure project development, management and delivery is collaborative and coherent
- Responsible for managing policy issues across the four UK nations, and the EU - delegating work, and providing advice, as appropriate
- Provide regular reports for the College's leadership groups including Senior Management Team (SMT), Council and the Communications and External Affairs Board
- Identification of sources of external funding, or opportunities with external partners to enable development of existing and new policy projects
- Support the President, senior clinicians and leadership team in their engagement with, and influence of, a range of key external stakeholders
- Manage and coordinate the writing of comment/opinion pieces, where specialist public policy or political knowledge is required. This may extend to wider College initiatives as required
- Work in partnership with the Communications Team to ensure mutual support, shared decision-making and shared goals in the Communications and External Affairs directorate

- Other duties as reasonably required to perform the role

Policy

- Develop policies on key external issues, ensuring that the College's position remains evidence based, clinically led and consistent with the aims and objectives of the College
- Develop and deliver a range of projects for the College, including commissioned policy research, polling and reports which respond to the changing external environment
- Lead the delivery of defined programmes of policy work as indicated in the policy & public affairs strategy
- Keep abreast of current issues in health policy relevant to the College and the specialty of anaesthesia critical care and perioperative care and provide regular reports to inform College activities
- Manage and coordinate the research and writing of engaging reports and briefings, working proactively with the Communications Team to disseminate the College's position and recommendations
- Provide policy input for media statements, events, speeches and other external communications which are managed by the Head of Communications, applying political insight as needed
- Overall responsibility for the identifying and responding to consultations, on a range of issues, run by UK government and the devolved administrations, and relevant arms-length-bodies (ALBs)
- Ensure that key reports and policy documents are analysed and summarised, identifying critical information and disseminating this to relevant staff, Council, and members

Public Affairs

- Overall responsibility for the College's approach, strategy and engagement with government, ministers and civil servants through the coordination of meetings, the development of written and oral briefings for the President, SMT and Council members ahead of meetings where appropriate
- Development and delivery of a comprehensive UK-wide stakeholder engagement plan for the College to influence its partners, stakeholders and relevant policymakers
- Develop and foster a range of high-level contacts, who can support the aims and objectives of the College, through external events and other opportunities
- Build and coordinate our input into existing and new external partnerships and coalitions
- Coordinate and collaborate with policy leads in other medical Royal Colleges and other stakeholder organisations

Relationship Management / Customer Service Management

- Maintain a network of external stakeholders, regularly engaging through one-on-one meetings and larger coalition events
- Provide information and analysis to the President, Vice-Presidents, Council and the SMT, being viewed as a trusted source of expert advice

People Management, Relationships, Collaboration and Team Working

- Mindful of the College's values, standards, policies and commitment to learning and development, provide excellent leadership to the Policy Team in pursuit of their goals

Project Management and Governance Responsibility

- Manage the departmental budget, working in partnership with the Finance & Resources Team to ensure appropriate stewardship of the College's assets
- Provide project management of commissioned programmes and activities within the team

- Manage a database of stakeholders which guides the College's approach to the external environment, and helps identify opportunities to influence political and policy debates in Westminster, Holyrood, Stormont and at the Senedd
- Communicate public affairs activity to our members through the College and external communication channels, liaising with the Head of Communications

1.3 Qualifications, skills, knowledge and experience

- Experience of working in a similar role, including managing a complex policy brief and engaging with or leading on policy communications strategies and campaigns
- Excellent understanding of current health agenda in the UK and issues facing the RCoA
- Experience of developing policy outputs that effect change
- Experience of public affairs processes and knowledge of the UK parliamentary system
- Experience of advising senior colleagues and decision makers on complex policy issues
- Experience of dealing and building relationships within a team and organisation, and with a wide range of external organisations
- Experience of preparing briefing documents and external position statements
- Experience of managing budgets
- Significant line management experience, with an understanding of the key statutory responsibilities of management, and experience of growing and developing teams
- Experience of developing and managing complex projects
- High level of management or leadership skill, including in coaching, managing performance, and developing team members to deliver to the best of their ability
- High level of political understanding, sensitivity and awareness
- A flexible, proactive and collaborative approach to work
- Demonstrable ability to quickly assimilate complex issues and develop policy stance and 'lines to take'
- Proven ability to quickly analyse and advise on complex and contentious policy issues
- Ability to manage a complex workload in order to meet tight deadlines
- Ability to generate and implement new ideas
- Excellent communication and influencing skills, including first class presentation skills, excellent writing and editing skills, and meticulous attention to detail
- Ability to work across teams and departments to develop a coherent strategy and shared priorities – communications experience would be a benefit
- Proven ability to think strategically and weigh up complex issues
- Fully proficient with Microsoft Office suite – Word, Excel, Outlook and PowerPoint
- Educated to degree level (or equivalent) or qualified by experience

Desirable:

- Experience working within an environment of change
- Experience within a membership organisation

1.4 Core Competencies

These competencies will help you understand and deliver the high performance required for this role at the College. These performance standards and behaviours will be assessed during the interview process and developed through the appraisal process.

VALUE:	EXPERT
COMPETENCY:	Empathy with the College and its business
DESCRIPTION:	Understands the fundamentals of what the College does, its mission, vision, values and culture. Uses this information to grow and develop the College and its people

Support & Delivery
<ul style="list-style-type: none">• Applies knowledge of business to day-to-day activities• Understands team function and how it fits in overall College• Develops a team spirit• Applies a "can do" approach• Understands impact of own role on wider College functions (and vice versa)
Management
<ul style="list-style-type: none">• Applies their professional expertise to the College• Thinks commercially• Acts as a College ambassador• Delegates fully and effectively• Develops, motivates and engages teams and individuals• Plans resources effectively• Leads by example
Strategic Leadership
<ul style="list-style-type: none">• Champions key direction and strategy• Encourages and demonstrates entrepreneurialism and cross-College working• Encourages a high-performance culture• Understands impact of external changes on the College

VALUE:	INCLUSIVE
COMPETENCY:	Collaboration and Communication
DESCRIPTION:	Works collaboratively and co-operatively with colleagues to get the job done and responds positively to change. Communicates widely and effectively. Appreciates diversity and equal opportunities for all.

Support & Delivery
<ul style="list-style-type: none">• Is a team player, open to others' views• Adapts communication style to situation• Keeps others informed and updated• Willing to give and receive feedback• Listens and responds effectively• Values different perspectives
Management
<ul style="list-style-type: none">• Communicates effectively and openly, ensuring key messages are cascaded and everyone's views are heard• Works with peers to influence effectively and consistently• Deals with conflict between individuals and teams• Works with partners to enhance the reputation of the College• Ensures transparency and credibility• Networks appropriately• Ensures and enables an inclusive culture

Strategic Leadership

- Articulates a shared vision
- Presents in an engaging manner
- Ensures conflict and risk is mitigated
- Champions diversity and values

VALUE: POSITIVE
COMPETENCY: Customer Focus
DESCRIPTION: Builds relationships with customers by understanding, anticipating and responding to their needs. Takes responsibility to complete work in order to exceed expectations.

Support & Delivery

- Answers phones in a timely way
- Understands customer needs, stresses and pressures
- Understands impact of own actions
- Manages own time
- Meets and exceeds targets
- Does what they say they'll do
- Makes recommendations for improvements

Management

- Future-proofs
- Builds relationships
- Equips others to deal with customers
- Sets targets, ensuring they are met
- Ensures customer is aware of relevant College services and products
- Uses knowledge and expertise to ensure customer satisfaction
- Plans for the future to improve services

Strategic Leadership

- Knows competitors
- Addresses external conflict
- Focuses on the long-term
- Is aware of changes and impact on others
- Overcomes barriers to improvement
- Manages risk

VALUE: FORWARD-THINKING
COMPETENCY: Conceptual Flexibility
DESCRIPTION: Takes the initiative and thinks flexibly and innovatively in order to propose solutions and deal with ambiguity. Builds trust and credibility through self-awareness.

Support & Delivery

- Acknowledges success and failure and learns from them
- Works on own initiative and finds better ways of doing things
- Acknowledges problems and suggests solutions
- Remains open-minded
- Adjusts to changing needs
- Is aware of self and others
- Contributes and adds value to operational plans

Management

- Encourages others to find solutions
- Creates an open forum for innovation

- Implements operational plans and manages risks
- Realises when things are going wrong and fixes them
- Maintains personal credibility

Strategic Leadership

- Approaches issues with fluidity and flexibility
- Makes improvements at a corporate level
- Implements solutions at a strategic level
- Welcomes innovation from colleagues and empowers them
- Challenges the status quo

VALUE: AMBITIOUS
COMPETENCY: Shared Vision
DESCRIPTION: Acts quickly and decisively, seizing opportunities and adding value.

Support & Delivery

- Sets personal objectives which meet operational and strategic plans
- Adapts to changing priorities
- Analyses problems and resolves them
- Understands the impact of operational plans on own role
- Deals with colleagues fairly and consistently
- Keeps focused in the light of changing priorities
- Sets high personal standards

Management

- Puts operational plans into action
- Isn't afraid to make decisions
- Ensures right people, right time, right place
- Identifies new opportunities

Strategic Leadership

- Defines corporate vision and values
- Handles all matters with sensitivity
- Scans the horizon
- Develops strategy, taking into account all external drivers

Signature:

Name:

Date: