

## Job Description – Senior Public Affairs Officer



This job description serves to illustrate the type and scope of what is required for the post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or level of responsibility entailed.

### Section 1 - Job Details

<b>Job title</b>	Senior Public Affairs Officer
<b>Directorate area</b>	Research and External Affairs
<b>Department/Team (if applicable)</b>	Campaigns and Public Affairs
<b>Reports to</b>	Public Affairs Manager
<b>Direct reports</b>	N/A
<b>Job Location</b>	Office based in London with flexibility to work remotely
Contracted hours are agreed locally with line managers	

### Section 2 - Job Purpose

To support the planning, implementation and delivery of the MS Society's influencing programme, and lead on key parliamentary activities designed to influence politicians and decision makers on key issues affecting people with MS. To work effectively with colleagues across the MS Society and build strong connections with key external stakeholders to further the team and organisation's advocacy aims and objectives.

### Section 3 - Key Responsibilities and Accountabilities

	Responsibility or Activity
1	Manage the All Party Parliamentary Group for MS and its stakeholders, including the planning, delivery and evaluation of a programme of impactful and resonate events.
2	Undertake research and draft briefings for senior staff, the Executive Team and a wide range of external stakeholders, tailoring content and tone for different audiences.
3	Monitor the political environment, identify opportunities to promote our organisational messages and work across the Society to maximise our influence.
4	Monitor and track the organisation's parliamentary engagement to support internal reporting and long term relationship building.
5	Undertake research and draft letters, emails and other external communications as part of coordinated and integrated influencing campaigns.
6	Embed co-production and the voices of the MS community into our public affairs activity.
7	Contribute to the overall implementation of MS Society's influencing and advocacy activities and objectives.

### Section 4 – Dimension of the role

<b>Resources</b>	Responsible for the proper use and safekeeping of MS Society resources within scope of role.
<b>Staff or Volunteers</b>	Work effectively and collaboratively with staff and volunteers across the MS Society, including providing support to junior and non-public affairs colleagues around influencing and relationship building tactics.
<b>Budget</b>	Making recommendations for optimising the value of our expenditure and maximising our charitable outputs.
<b>Key relationships</b>	Policy, Evidence, Campaigns, Digital and Content, Services and Support Directorate, Nations, Marketing, Communications, Research,

	Regional External Relations and other teams across the Society who are engaged in our influencing activity, including volunteers.
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned by the MS Society, including following data governance policies and processes for campaign data and appropriate use of internal and external technology.

## Section 5 – Key deliverables

	Measures of success
1	Public affairs activities are effectively project managed, informed by best practice and sound tactical decision making, and are well coordinated internally and externally.
2	Our parliamentary engagement is clear, impactful and resonate for our target audiences and key stakeholders and yields strong relationships with MPs, Lords, staffers and other parliamentarians.
3	Public affairs work is delivered alongside and on behalf of people with MS, in coalition with other teams and balances planned and pro-active engagement with a flexible and informed approach to more reactive work.

## Section 6 – Competencies and contribution

Competency	Level required (see below)	B	E	A	T
Fosters co-production	2		X		X
Open to change and innovation	3	X		X	
Sound decisions	3		X	X	
Collaborative working	2				X
Effective communication	3			X	X
Outcome focussed	2	X			X
Inclusivity	2				X
Accountability	2	X	X	X	X
Tech savvy	2	X		X	

Level	
5	<b>Strategic</b> – Senior management and/or strategic responsibility requiring wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	<b>Expert/Recognised authority</b> – Responsible for managing significant resource (people, budget etc) associated with the function/activity. Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges.
3	<b>Complex</b> - Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.
2	<b>Enhanced</b> - Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and/or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	<b>Foundation</b> – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

## Section 7 - Learning & Development requirements

<b>Foundation (mandatory)</b>	
<b>Additional internal learning or courses required for role</b>	All internal mandatory training to be completed within 6months. Training on internal political monitoring platforms as required.
<b>Other professional training or qualification required</b>	

## Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)

Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview. There should be no more than 7 shortlisting criteria.

<b>Requirement</b>	<b>Essential</b>	<b>Desirable</b>	<b>Tested*</b>
Demonstrable experience in public and or parliamentary affairs and knowledge of the UK political landscape, including the workings of Westminster and Whitehall.	X		A,T, I, P
Proven experience of producing excellent and persuasive written and oral communications, including clear and concise policy briefings, reports, and effective presentations.	X		A,T, I, P
Excellent negotiation and interpersonal skills including active listening, assertiveness, and flexibility, with a track record of negotiating with, and influencing, high profile individuals within the political and policy making sphere.	X		A,T, I, P
Excellent analytical skills with the ability to grasp issues quickly and to proactively analyse, make recommendation on course of action and communicate political change.	X		A, I, P
Proven experience in planning, delivering and evaluating policy and or parliamentary events that support influencing objectives.	X		A,T, I, P
Experience of coordinating or supporting a complex programme of work in a changing environment; including prioritising own workload and managing long term projects.	X		A, I, P
Understanding of the issues that impact disabled people and or people with long term health conditions and a commitment to champion MS as a priority in parliament.	X		A, I, P
Experience supporting the delivery of an innovative and creative public affairs programme and an understanding of campaigning and of the interplay between campaigning and public affairs.		X	I, T, P
A detailed knowledge of parliamentary processes and procedures and of the policy making process within government, including an understanding of the implications of devolution on a range of policy areas.		X	I, T, P

A good understanding of the health, social care and employment and welfare policy environment, including the key decision making institutions.		X	P
Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.		X	I, P
Excellent IT skills, in particular knowledge of using Word based Microsoft Office packages.		X	I, P

\*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

## Section 9 – Additional Information and Requirements

<b>Confidentiality</b>	Ensure that essential information of a sensitive and or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation or requirements.
<b>Equality, diversity and inclusion</b>	<p>Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices.</p> <p>As a charity whose primary focus is to support and improve outcomes for disabled people. We expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by disabled people whilst working with us. As well as adopting an inclusive approach and embedding EDI principles in their day to day work.</p>
<b>Health and safety</b>	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
<b>Safeguarding</b>	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks and Disclosed Barring Service checks will not be required for this role.
<b>Digital, data and Technology</b>	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case management system software and other bespoke MS Society software and applications.
<b>Key contacts or relationships</b>	Maintain and promote positive internal and external relationships and represent MS Society when appropriate at external meetings and events within the scope of the role.
<b>Unusual specific physical or mental demands associated with the role</b>	None.
<b>Travel requirements</b>	Occasional attendance to the office or meetings in London, and other parts of the UK for public affairs or team activities. Attendance to spring and or autumn political party conferences and Parliament is essential.
<b>Unsocial hours</b>	Occasional out of hours working and or travel. TOIL can be claimed, as per MS Society's TOIL policy.

Last updated October 2024