



Job description

Job Title:	External Affairs Manager (Stakeholder Relations)
Reporting to:	Senior External Affairs Manager
Salary:	£44,967 per annum plus benefits
Type of contract:	Permanent
Hours per week:	37.5 hours per week (core office hours are 9:00am – 5:30pm Monday to Friday)

The Health Foundation

We are an independent charity committed to bringing about better health and healthcare for people in the UK.

The Health Foundation aims to bring about better health and healthcare for people in the UK. We do this in a number of different ways, from publishing research and analysis, to giving grants, to communicating what we learn to try and bring about change.

The communications team directly contributes to the delivery of the Foundation's objectives in a number of ways, including by ensuring the effective communication of our work to influence the on-going development and improved delivery of health care policy and practice in the UK. The remit of the communication team's external affairs function includes public affairs, media relations, stakeholder relations, integrated communication and corporate communications.

Purpose

The post plays a key strategic and operational role in enabling the Health Foundation to achieve impact in support of its strategic objectives. The post holder will:

- provide specialist strategic advice to enable effective engagement with parliamentarians, government and other key stakeholders
- deliver a range of engagement activities and contribute to the effective monitoring of external policy and stakeholder developments
- contribute to the design and implementation of integrated communications and influencing strategies in support of specific strategic priority area(s).

Key relationships

The External Affairs Manager (stakeholder relations) will need to build strong and productive relationships with:

- The wider communications directorate, drawing on their expertise to develop impactful integrated communications. The external affairs team sits within the communications directorate and includes four external relations managers – two with lead responsibility for media relations and two for stakeholder relations.
- Colleagues across the Health Foundation to support them in maximising the impact of their research, analysis and the lessons from our funded work
- The chief executive and directors' team, providing them with robust public affairs, stakeholder relations and strategic communications advice
- External stakeholders including arm's-length bodies, parliamentarians' staff, civil servants across government as well as peers in communications across the health and care sector.

The post-holder will also need to facilitate effective relationships with:

- The Health Foundation's grant-holders or partners to support them in engaging with external affairs activity
- External stakeholders including parliamentarians, ministers, opinion leaders in the health and care sector, and senior civil servants across government and the arm's-length bodies.

Tasks and responsibilities

Public affairs and stakeholder relations

1. Lead and support the delivery of parliamentary and stakeholder engagement strategies, including the design and delivery of impactful and timely reactive and proactive public affairs activity that contributes to the Health Foundation's influencing and communications objectives.
2. Manage an effective, coordinated corporate approach to identifying target policy influencing stakeholders and engaging with them, including overseeing the commissioning and development of briefings for senior Health Foundation staff.
3. Provide accurate and timely intelligence about and analysis of political, policy and stakeholder developments across the UK. Use this intelligence to identify opportunities and recommend activity that will maximise these opportunities, in line with agreed objectives.

4. Together with the other External Relations Manager (stakeholder relations), develop and maintain an effective infrastructure for public affairs and stakeholder relations activity, including overseeing maintenance of accurate data about target stakeholders and provision of a high quality, externally-supplied political monitoring service.
5. Identify and manage public affairs risks from the Health Foundation's work which might impact upon our reputation and/or relationships.

Integrated communications

6. Lead development, delivery and evaluation of integrated communications plans for Health Foundation products and reports, drawing on expertise from across the communications team and blending communications disciplines as appropriate (including digital communications, publications production, marketing, events, media relations and public affairs).
7. Contribute to the development of the Foundation's overarching influencing and communications strategies, supporting strategy development in close collaboration with colleagues, as required.

Media relations

8. During busy periods, contribute to the effective management of the Foundation's media relations, including by handling enquiries and providing robust advice to senior staff about how to effectively manage interviews with journalists.

Management

9. Provide effective support and direction to more junior members of the team, ensuring they contribute productively to the work of the wider external affairs team.

General

10. Conduct meaningful evaluation of all your communications activity, engaging colleagues across the organisation in identifying learning and using this to improve.
11. Maintain an effective personal network of contacts in the health and care sector to support the Foundation in gathering information and working collaboratively with other organisations.
12. Consider the opportunities and implications for digital communications in every aspect of his/her work.
13. Develop and manage the budget for his/her areas of responsibility, ensuring value for money.
14. Contribute to the efficient and effective running of the communications team through working closely with colleagues, clear communication and a willingness to contribute across the team as necessary.
15. On occasion, commission and manage external suppliers and freelancers to deliver elements of communications plans.
16. Some out of hours work is required.

Wider contribution

As with other staff at the Foundation, the postholder will be expected to contribute to corporate activities and initiatives, such as staff meetings, leadership and development programmes, and other corporate projects. The postholder will also be expected to show active initiative in developing her/his professional expertise, and to demonstrate commitment to the Health Foundation's key behaviours: A Commitment to Diversity and Inclusion; Working Together; Achieving Impact and Discovering and Learning.

Person specification

Criteria	Assessment (CV/SS- Shortlist, T- Test, I- Interview)	E/D
Commitment to Diversity and Inclusion - A commitment to diversity and inclusion in employment and service delivery.	CV/SS, I	E
Achieving Impact - Demonstrable and significant experience of leading design and delivery of impactful and timely reactive and proactive stakeholder engagement activity that has successfully achieved policy-influencing objectives.	CV/SS, I	E
Working together - Excellent interpersonal skills, with the ability to work at all levels of an organisation, get the best out of others – including proactively seeking information needed to achieve communications objectives – and influence beyond line management boundaries.	CV/SS, I	E
Discovering and Learning – A commitment to developing their knowledge and skills.	CV/SS, I	E
Educated to degree level, or with equivalent professional stakeholder, public affairs and communications experience.	CV/SS, I	E
A relevant professional qualification is desirable.	CV/SS, I	D
A strong understanding of health care and public health policy, political and policy making processes, and the wider health sector, and the ability to use this knowledge to provide high quality advice that enables the organisation to achieve the most effective outcome.	CV/SS, I	E
Experience of developing, implementing and advising on integrated communications plans and strategies that blend the full range of communications disciplines (including digital communications, publications production, marketing, events, media relations and public affairs).	CV/SS, I	E
Experience of working effectively with the media to achieve policy-influencing objectives.	CV/SS, I	E

An excellent verbal communicator, with the ability to articulate complex issues coherently and succinctly to external stakeholders such as civil servants, politicians' staff and journalists, within agreed boundaries.	CV/SS, I	E
Highly accomplished writing and editing skills, with the ability to analyse and synthesise complex information and adjust writing style to communicate effectively to different audiences as appropriate.	CV/SS, I	E
Strong organisational and project management skills, with the ability to manage multiple projects over a period of time, delivering agreed outcomes to deadline.	CV/SS, I	E