

Engagement and Policy Manager

Job description

May 2024

Permanent contract

£56,662 per annum plus **excellent benefits**

Full-time team members work 37.5 hours per week, and with hybrid working those hours can be done any time between 7am – 7pm. Core working hours are 10am – 3pm. For this role we would need a minimum of 2 days per week in our London office, in line with our hybrid working framework.

The Health Foundation

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

Our aim is a healthier population, supported by high quality health care that can be equitably accessed. We learn what works to make people's lives healthier and improve the health care system. From giving grants to those working at the front line to carrying out research and policy analysis, we shine a light on how to make successful change happen.

We make links between the knowledge we gain from working with those delivering health and health care and our research and analysis. Our aspiration is to create a virtuous circle, using what we know works on the ground to inform effective policymaking and vice versa.

We believe good health and health care are key to a flourishing society. Through sharing what we learn, collaborating with others and building people's skills and knowledge, we aim to make a difference and contribute to a healthier population.

Health Equals

In the UK, people who live in our poorest neighbourhoods are dying a decade earlier than people in the wealthiest areas. And evidence shows that these health inequalities are getting worse.

Health Equals was born out of the need to rebuild foundations to improve life expectancy and reverse health inequalities in the UK.

Health Equals is a group of organisations and voices across different sectors, including employment, housing, education and the environment, who all want to make a positive difference to society's health and wellbeing.

The world around us shapes our health and wellbeing. From quality homes that are warm and safe, to stable jobs, social connections, and neighbourhoods with green space and clean air, these are the building blocks that have a lasting and positive impact on people's health, and reduce health inequalities.

These building blocks are not available to everyone, or not at the quality needed – but we can do something to change that.

While there's growing evidence of the challenge, and some action to reduce inequalities, there has been limited take up of policies that prioritise access to the building blocks of good health and wellbeing.

Through powerful and evidence-based campaigns, we want to start a conversation about health and wellbeing that recognises the importance of the building blocks of health – and together make sure action is taken to prioritise these in policy, to ultimately create better health for people.

More of our work to date can be found on the [Health Equals website](#).

Job purpose

Health Equals' members are central to its reach and credibility. The purpose of this role is to develop and implement a strategy to ensure that Health Equals has a high-calibre membership that is balanced across sectors, and provides influence with policy makers and reach into the public.

The role will also ensure that Health Equals members are engaged and active in supporting Health Equals public awareness campaigns and policy goals. This includes engaging with members to develop well-evidenced policy asks, developing and delivering an influencing plan, and informing the development of public facing campaigns to promote these policies.

Key tasks and responsibilities

Developing the Collaboration's membership strategy and offer

- Lead the ongoing development of the membership strategy for Health Equals, including producing, managing and evaluating all aspects of the membership strategy and ensuring the power of member action is emphasised in the Core Health Equals team's communications strategy.
- Work with colleagues to design and implement the Collaboration's developing membership offer, developing an approach to recruiting and maintaining a membership that supports Health Equal's strategy, which builds on feedback and learning and creating mechanisms for working with members to advance our aims.
- Develop and manage a Campaigns Advisory group of locally-engaged professionals capable of ensuring the Collaboration's campaigning activities is informed by the needs of local communities across the country

- Work with Health Equals members, the Campaign Advisory group and others in extending the Health Equals reach to the local level.
- Embed developmental evaluation approaches into work with members on key strategy areas, working with an evaluation / learning partner.

Membership engagement

- Actively support and help deliver the on-boarding of new members, engaging members in on-going co-design of campaigns and appropriately managing members' concerns if they arise.
- Be responsible for the development and management of appropriate communications activities, channels and ways of working with members in support of Health Equals strategy.
- Be responsible for embedding stakeholder management processes and systems within the team.
- Working with the Communications team, deliver an ongoing programme of communication with the member community to foster engagement, motivation and action from members.
- Liaise with individual strategically important member groups to explore their needs, understand how they have benefited from participating in Health Equals
- Review feedback and measures of engagement and adjust engagement activities as required.

Policy development

- Working with Health Equals members and the Campaign Advisory Group, develop campaignable and actionable policy recommendations based on evidence and analysis. Proactively analyse, synthesise, and communicate learning from the work of Health Equals members in order to deepen and develop Health Equals policy asks. Build strong and effective relationships with the Health Equals' members and other internal stakeholders to draw out key lessons and insights from their analysis. Ensure that policy positions are quality assured by using and championing the quality assurance process.
- Situate policy recommendations within the external context, remaining up to date with relevant changes in the external landscape, including Government 'set piece' events (eg. fiscal events) and translating what this might mean for Health Equals policy positions. Understand public opinion on a range of issues relevant to Health Equals and feed this understanding into policy development.
- Engage external stakeholders in the arguments and evidence, working with the Senior Communications manager to produce a range of materials that draw on the material of the Collaboration's members to support our external communications work. This might include policy briefings, external presentations, blogs, media and campaigning materials.

Policy stakeholder engagement and public affairs

- Develop and maintain systems for planning and securing stakeholder engagement in line with Health Equals priority areas.
- If necessary, set up and manage an externally supplied political monitoring service to ensure that Health Equals receives timely intelligence on relevant policy areas from which to identify leverage points for engaging stakeholders and disseminating key policy asks.
- Where relevant, support parliamentary and public affairs activity. This may include supporting organising events, attending meetings, produce briefings and other materials to engage targeted stakeholders, and supporting member involvement in public affairs (e.g. attending events, supporting any lived experience ambassadors)
- Act as contract lead on any Public affairs contracts, including with agencies, event suppliers
- Manage the Social media Officer to develop and disseminate appropriate content to support Health Equals membership and policy influencing objectives.

General

- Contribute to business planning and strategy development
- Work across the team to continually improve on processes.
- Deputise internally and externally as required
- Participate in broader Health Foundation activities, meetings and groups relevant to the role (for example Healthy Lives Directorate meetings and fortnightly Foundation staff meetings).
- In all aspects of their work, the post holder will be expected to work in close collaboration with other members of the Integrator Unit project team.

Key relationships

Internally:

- Communications senior manager
- Deputy Head of Health Equals
- Health Foundation External affairs team, Healthy Lives and Policy teams

Externally:

- Health Equals membership
- Relevant contractors, suppliers and award holders
- Political and public affairs stakeholders we're seeking to influence
- Experts and academics in the field of health inequalities and wider determinants of health and social policy
- Opinion formers and decision makers across local and national government, public sector, business and other think tanks and charities working in the social justice field

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, cross-Foundation leadership and development programmes and other corporate projects as necessary. The postholder will similarly be expected to play a role in supporting and helping to develop the Integrator Unit team to enable it to improve its effectiveness.

The postholder will also be expected to show active initiative in developing their professional expertise, and to demonstrate commitment to the Health Foundation's key behaviours: Working Together; Achieving Impact and Discovering and Learning.

We value equality, diversity and inclusion, and encourage applications from diverse backgrounds. We are also committed to making reasonable adjustments for candidates who have accessibility requirements.

Candidates should have the right to work in the UK at the time of appointment.

Person specification

Criteria	Assessment (CV/SS- Shortlist, T- Test, I- Interview)	Essential /Desirable (E/D)
Commitment to diversity and inclusion - A commitment to diversity and inclusion in employment and service delivery.	I	E
Working together - Excellent interpersonal skills and an effective communicator, capable of working in a team and with people at all levels of the organisation.	SS	E
Achieving impact - A track record of contributing to the development and project management of membership engagement activities that engage cross-sector audiences effectively.	CV/SS	E
Discovering and learning – A commitment and drive to develop specialist knowledge of those areas of the charity’s work they will support.	I	E
Educated to degree level or with equivalent professional experience.	CV	E
Demonstrable experience of engaging and influencing a diverse range of stakeholders with a collaborative endeavour, and sufficient experience to be credible with a wide range of multidisciplinary members at various levels of seniority, including some that are very senior.	SS/I	E
A good understanding of designing and manage multi-stakeholder workshops in order to develop consensus and facilitate action on the part of participants.	SS/I	E
Analytical, numerate and experienced in research in order to lead ongoing learning about how best to mobilise membership towards a set of shared goals.	CV/SS	E
Proven skills in the planning and organisation of a broad range of a complex activities or programmes, which require the formulation and adjustment of plans or strategies - Able to work flexibly and adapt plans quickly to changing circumstances as fast-moving projects evolve.	SS/I	E

Ability to manage highly complex, emotional, sensitive and contentious internal and external communication (verbal and written), with tenacity and diplomacy.	I	E
Proactive and comfortable taking the initiative, with a track record of seeking out opportunities to engage audiences.	CV/SS	E
Highly accomplished writing and editing skills, with the ability to synthesise complex information and adjust writing style to communicate effectively to different audiences as appropriate.	SS	E
Good understanding or experience of the wider determinants of health and awareness of the approaches to collaborative working.	SS/I	E