



Job description

Job Title:	Public Affairs and Policy Manager
Reporting To:	Head of Marketing Communications
Department:	External Relations
Location:	Flexible as homeworking supported
Salary:	c.£30,900 - £36,000 dependent on experience
Benefits: contribution	25 days annual leave + bank holidays, 5% Employer pension
Contract	Permanent

Main Job Role:

nurtureuk are looking for a confident and experienced Public Affairs and Policy Manager to develop and deliver an impactful programme of policy, public affairs and advocacy to benefit both our beneficiaries and our member community.

The Public Affairs and Policy Manager will work with the charity to build nurtureuk's profile in the media and policy world to support us in achieving our goal of the UK governments adopting nurture for all children. The focus will be to identify and secure opportunities to promote the charity's profile, policy position and campaigns with policymakers.

Our charity has been working with schools for many years, to improve the social, emotional, mental health and wellbeing of children and young people by removing barriers to learning by promoting nurture in education.

We believe in a whole school approach to promote access to education for all. With increasing numbers of children and young people affected by social, emotional and behavioural difficulties inhibiting their progress and limiting their life chances, nurtureuk has developed a range of interventions and support to give vulnerable children and young people the opportunity to be the best they can be.

There is a great deal of untapped potential here for a proactive influencer to really help us to define a strong and powerful policy position and to drive forwards the nurture approach among key stakeholders.

We have a high-profile patron, highly active trustees, dedicated staff and a CEO who is passionate about education and the development of young people. This new, and vital role

will strengthen the Marketing and Communications department within the charity and will be key in working to deliver an area of huge strategic importance.

About the role

In particular, working alongside the Head of Marketing Communications the post-holder will be responsible for establishing the vision and strategic direction of our Public Affairs and Policy work.

The role includes:

- Producing concise, clear, well-structured policy positions.
- Responding to and advocating for policy developments that will further our goal of UK governments adopting nurture for all children.
- Building credible relationships with civil servants, MPs, MPSs and leaders and colleagues across the education and third sector.
- Establishing the charity as a thought-leader and trusted voice within the nurture and social, emotional, mental health (SEMH) agenda, specifically in relation to children and young people's education and wellbeing.
- Collaborate with teams across nurtureuk to inform and support communications, campaigns and influencing work.

Main Duties:

The elements listed below are not intended to be an exhaustive detail of all duties and responsibilities of the role and the post-holder will be expected to carry out any other reasonable duties that are consistent with the skills, abilities and position of the role.

The Public Affairs and Policy Manager will:

Public Affairs and Policy

- Work with the Head of Marketing Communications to establish and implement an active policy and public affairs programme to identify and engage with key stakeholders.
- Develop and deliver policy and public affairs strategies to increase our profile and reputation as a key influencer with opinion formers, policy makers and decision takers across the 4 nations of the UK.
- Lead on building positive engagement and represent the organisation with relevant stakeholders including media, politicians, strategic partners and government departments, politicians and other key stakeholders.
- Research and keep abreast of the current landscape and develop appropriate policy positions, statements and content for use to build key external and high-profile relationships.
- Develop policy and public affairs content for this work stream and for use by the wider team, including responses to consultations, policy briefings and relevant statements.
- Secure and lead on high level opportunities / research projects for nurtureuk to influence the development of local and national policy and legislation.
- Provide briefings to the Senior Leadership Team on policy and political issues.
- Work with external consultants when appropriate to develop and deliver policy and public affairs work.

- Represent and position the charity as a leading voice within the social, emotional, mental health (SEMH) and wellbeing, nurture agenda.
- Ensure nurtureuk is compliant within lobbying regulations and governance across the 4 nations.

Campaigning

- Lead on nurtureuk's advocacy campaigns - influencing public and political opinion, mobilising support, and changing policy, across national and local governments.
- Develop advocacy campaigns that engage with a larger and more diverse audience where relevant, eg. parents.
- Work within the marketing and communications team to develop the organisation's overall approach to integrated public campaigns to drive awareness and engagement.
- Work with marketing and communications colleagues to creatively utilise our policy and advocacy work to generate growth and awareness of nurtureuk and support to ensure that the organisations overall approach to public campaigns are integrated.

Partnership Working

- Identify opportunities to work in partnership and in coalitions with organisations and individuals in developing policy responses and progressing influencing objectives.
- Furthering good relationships and broadening networks of influence with key opinion formers and decision makers to further the organisation's influencing aims.
- In conjunction with the wider Marketing Communications team, develop, shape and deliver high level social change campaigns that increase awareness of the impact of nurture in education and mobilise widespread support among audiences.
- Work in partnership with colleagues right across the organisation to ensure all opportunities are capitalised. This could mean gathering relevant content or case studies, impact figures or other from ongoing programmes as well as identifying any new business development opportunities.

Communications and PR

- Raise awareness of our work and policy position, seeking relevant media opportunities to share our position and comment on current debate.
- Writing press releases, statements and managing the distribution of these working with the media, whilst building strong relationships with the most influential media.
- Be a credible and authoritative representative of the charity at meetings, events and in the media, where appropriate.
- Act as a spokesperson for the organisation on policy, political and campaigning issues where relevant and or brief SLT / CEO to be senior spokesperson where more appropriate with relevant media / other external opportunities to represent us.
- Manage the production of high-quality external facing policy outputs including briefings, consultation responses and reports where this is required.
- Provides rapid responses to external developments, such as Government announcements, media enquiries and requests for briefings.
- Work as part of the marketing communications team to enable our brand and purpose to be at the forefront of relevant national debate.

In addition, the postholder will:

- Contribute to the wider development of nurtureuk in line with its strategic vision
- Promote and role model nurtureuk values and ensure timely and impactful collaboration across all teams

Person Specification –

This is an exciting and challenging role, at the heart of an agile organisation with a strong record and reputation, with the potential for real and profound change for children and young people.

The role requires an individual who has direct experience of working across a broad range of the specialist areas of responsibility identified above.

Where an individual lacks specific personal experience of working in a particular area they would be expected to demonstrate evidence to support their potential to do so and an understanding of the factors that will drive success.

Education, experience and knowledge:

Significant experience working in a Public affairs and Policy position in all or most of the areas of:

- Significant experience in designing, delivering and managing ambitious social change campaigns at a national level
- A strong track record of successful delivery of public affairs and communications
- Experienced at developing and managing high quality relationships with key stakeholders that will bring considerable benefits to our beneficiaries and for the organisation
- Extensive experience in developing compelling messages
- Experience of talking to the media and briefing senior colleagues ahead of media engagements
- Experience of leading internal communications activity to engage a staff team across a large organisation
- Experience of leading on research projects to inform policy, campaigns and communication
- Considerable knowledge of effective communications channels to different target audiences in multi-media formats
- Excellent understanding of developing campaigns, campaigning methodology and tactics – including digital and online campaigning
- Excellent understanding of gaining and using data and evidence to guide activity and outputs
- Detailed understanding of the political systems across the 4 nations.
- Thorough understanding of the voluntary sector and mental health environment, policy and legislative context and partnership agenda
- Knowledge of equality, diversity, rights of the child and education policies, legislation and practice
- Knowledge across key social policy areas; specifically social, emotional, mental health and education

- Proven track record of delivery within a high-performance, high-pressure environment
- Educated to degree level, or equivalent experience in a relevant field
- Relevant professional qualification
- Experience of the education and social, emotional, mental health / third sector where social change was the goal

Skills and abilities:

- Excellent communicator with the ability to simplify complex problems and develop workable solutions
- Proactive and innovative thinker with ability to develop ideas, set direction and then deliver
- Practical with a positive 'can do' 'hands-on' attitude
- Forward thinking and passionate about delivering change
- Ability to manage tight deadlines and changing priorities, engendering confidence in own expertise whilst showing willingness to reflect on and learn from the expertise of colleagues across the organisation
- Role model of the values and behaviours required by nurtureuk
- Superb communication, interpersonal and influencing skills; and a demonstrated ability to make a strong personal impact with a range of audiences
- Ability to analyse, evaluate and utilise complex information
- Ability to balance competing priorities within tight timescales

Person Specification

Person Specification		
	Essential	Desirable
Professional/Education Qualifications	Is a professional with proven experience in the specialised area of work outlined above	Degree-level qualification Additional relevant qualifications

<p>Experience</p>	<p>In-depth experience in developing policy, public affairs plans and delivery of these.</p> <p>Strategic planning, organisational, time-management and prioritisation skills</p>	<p>Understanding of working within charity governance</p>
<p>Knowledge and skills</p>	<p>A good knowledge of the education/charity sector</p> <p>An excellent knowledge of the governance around lobbying and parliamentary communications</p> <p>A high degree of flexibility, with the ability to work at both a strategic and hands-on level as the organisation requires</p> <p>Excellent interpersonal and networking skills, able to build positive relationships with internal and external stakeholders and leverage connections</p> <p>Adept and writing and producing evaluation reports on activity</p> <p>A good understanding and with recent experience of dealing with the media and gaining positive press coverage.</p> <p>A good awareness of safeguarding procedures</p> <p>A good understanding of data protection and UK GDPR</p>	<p>Knowledge of the 4 nations governments</p> <p>An appreciation and understanding of the impact of mental health, emotional and wellbeing upon children and young people learning</p> <p>Good understanding of and passionate about nurture.</p>

Personal attributes	<p>Strong influencing skills</p> <p>Approachable, open manner</p> <p>Collaborative team player</p> <p>Excellent interpersonal skills (written and verbal)</p> <p>Flexible</p> <p>Self-motivated</p> <p>Creative thinker</p> <p>Empathetic</p> <p>Proactive approach to ongoing professional development</p> <p>A commitment to the six principles of nurture.</p> <p>A passionate belief in the impact of nurture in improving the lives of children and young people</p>	
Other	<p>Up-to-date DBS and commitment to safeguarding</p>	

How to apply:

Applicants are asked to provide a current CV and 2-page covering letter outlining evidence against the essential criteria in the job description, clearly identifying the skills and experiences applicable to the role. Please submit your application to Head of Marketing and Communications; Laura@nurtureuk.org

About nurtureuk

Our vision

A world where:

1. Child development isn't limited by lack of nurture in education
2. Adults working with and caring for Children and Young People are supported and equipped with evidence-based tools to help them flourish and learn

Our mission

nurtureuk is dedicated to improving life chances of every child and young person by promoting nurture across the whole education system and beyond:

- Proud of being a charity and driven by social purpose

- Children and young people's development is at the heart of everything we do
- We want to amplify the benefits of nurture for every Child and Young Person within and beyond the classroom
- We are evidence-based and practice-led: 6 principles of nurture

The Six Principles Of Nurture



What is nurture?

The concept of nurture highlights the importance of social environments – who you're with, and not who you're born to – and its significant influence on social emotional skills, wellbeing and behaviour. Children and young people who have a good start in life are shown to have significant advantages over those who have experienced missing or distorted early attachments. They tend to do better at school, attend regularly, form more meaningful friendships and are significantly less likely to offend or experience physical or mental health problems. The nurturing approach offers a range of opportunities for children and young people to engage with missing early nurturing experiences, giving them the social and emotional skills to do well at school and with peers, develop their resilience and their capacity to deal more confidently with the trials and tribulations of life, for life.

History

Nurture groups were the brainchild of educational psychologist Marjorie Boxall in 1969. Large numbers of young children were entering primary school in Inner London with severe emotional, behavioural and social difficulties, which led to unmanageable rates of referral for placement in special schools or for child guidance treatment. Boxall understood that the difficulties presented by most of these children were a result of impoverished early nurturing, meaning they were not able to make trusting relationships with adults or to respond appropriately to other children. They were not ready to meet the social and intellectual demands of school life, which further damaged their already fragile self-confidence and self-esteem.

For more information please visit:

<https://www.nurtureuk.org/what-we-do/introducing-nutureuk>