

Role Profile

Details	
Job Title:	Policy and Public Affairs Manager
Job Grade:	Manager
Reports to:	Head of Cancer Insight
Based in:	Harrogate – with travel across the Yorkshire area, and beyond
Hours:	Full time, 37 hours
Overall purpose	
<p>The Policy and Public Affairs Manager will:</p> <ol style="list-style-type: none"> 1. Continue to develop and deliver a policy and public affairs strategy, including influencing at a local, regional, and national level, with the aim of helping the charity achieve its strategy and bringing benefit to the people of Yorkshire. 2. Develop evidence-based policy reports and recommendations that can be used to influence a variety of audiences. 3. Project manage the development, delivery and evaluation of public affairs campaigns and events. 4. Act as a source of expertise across the organisation and externally on key policy areas and the wider policy environment. <p>The Policy and Public Affairs Manager will have a real passion for policy work, including creating a strong evidence base to influence decision makers, will excel in relationship-building with external stakeholders and have experience of working on impactful campaigns and delivering change.</p>	
Key responsibilities	
<p>Influencing</p> <ul style="list-style-type: none"> • Support the further development, refinement and delivery of the charity's influencing strategy and impact evaluation process, in line with the charity's own strategic ambitions. • Lead the development of insightful written materials and reports to aid influencing. • Lead the charity's response to regional and national consultations relevant to cancer in Yorkshire, making a robust and evidence-based case for the charity's position. • Oversee the continued growth of the charity's political monitoring work and ensure the effective pursuit of every opportunity offered. • Engage with regional and national decision makers to influence policy-making for the benefit of people in Yorkshire and beyond. • Grow relationships with key stakeholders across Yorkshire and beyond (such as DHSC, NHSE, Integrated Care Boards, Cancer Alliances, national policy groups, and other charities, to influence change based on policy recommendations. • Represent the charity at external events and meetings, developing contacts, building relationships and increasing the charity's profile. 	

- Maintain expert knowledge of key policy issues and the external policy, influencing and political environment.
- Understand the priorities and barriers for different groups in Yorkshire including people affected by cancer and the NHS and ensure influencing subjects are driven from this insight coupled with evidence from data and research and aligned to the charity's strategy.
- Ensure the charity's policy and public affairs activity to be accurately and regularly communicated, at an internal and external level.

Policy development

- Support the continued development of the policy production and dissemination process, including the policy development pathway, internal/external dissemination and impact evaluation.
- Lead the research, production and dissemination of high quality, evidence-based cancer-related policies and the strategic development of key policy recommendations.
- Oversee regular updates of existing policies and position statements, ensuring that topical policies are updated frequently.
- Ensure external insight is built into policies and policy development, such as gaining views from the Patient and Public Involvement Community, the inclusion of external patient and public contributors and endorsements from clinical and academic experts.
- Oversee work with relevant internal teams to create key messages for a range of internal and external stakeholders, ensuring these are in line with the latest evidence and are used correctly, and provide expert commentary on media stories.
- Act as a source of expertise on the charity's cancer-related policies and position statements, both internally and externally. Undertake media interviews as required to communicate key messages with the public.
- Lead the priority setting process for policy development in line with the charity's strategic objectives and taking into account the needs of other teams across the charity.

Campaigns and Events

- Project manage the development, delivery and evaluation of public affairs campaigns, in collaboration with the Brand and Relationships team where relevant, manage relationships with third parties to support campaign delivery where required.
- Lead the outreach and delivery of influencing events, including visits to charity-funded projects and party conference activity.
- Further develop and deliver of a strategy for growing and maintaining a handraiser supporter base, to enhance public affairs campaigns activity.
- Ensure that influencing and behaviour change opportunities are integrated into public facing campaigns where relevant and maximise opportunities to engage with the public.

Other duties

- Continue to develop the policy and public affairs team, via line management of the Policy Officer and Public Affairs Officer.
- Represent the Cancer Insight Team on charity-wide project teams.

- Work creatively and collaboratively with other teams and Directorates to ensure that the work of the Cancer Insight Team is integrated across the organisation.
- Undertake other duties relevant to the purpose of the role as requested by the Head of Cancer Insight, Director of Research, Policy & Insight and the charity.

Qualifications

- Degree in a relevant subject area, for example public policy, public health, scientific, medical etc.

Knowledge and experience

- Substantial experience of writing influencing materials such as briefings, letters, blogs, campaign materials.
- Substantial experience supporting the implementation of high impact campaigns that engage the public and are designed to influence. Experience of working on campaigns that encourage behaviour change.
- Experience of evaluating campaigns, and assessing the impact of policy and public affairs activities.
- Excellent Public Affairs experience including understanding of local, regional and national government, the current health policy landscape as well as knowledge of UK parliamentary processes along with a proven track-record of engaging politically to make change happen.
- Substantial experience of developing evidence-based policies for a health focused organisation.
- Substantial experience of communicating health policy positions to a variety of audiences including for influencing purposes.
- Experience in relevant strategy development.
- A good understanding of the health care system in England.
- Strong experience of engaging with external organisations with the purpose of influencing decision making.
- Demonstrable project management experience, including development of project plans, working across teams and departments and leading project implementation.
- Experience of providing comments for media outlets, including social media, radio and TV.
- Experience of working with patient and public involvement groups and embedding patient experience into policy workstreams.
- Experience of defining and achieving clear objectives.
- A scientific background, or knowledge of cancer is desirable.

Skills and abilities

- Strategic thinker with strong analytical, judgement and decision-making skills.
- Able to sift out the essential elements from a mass of complex information, integrate and synthesise ideas, and present information to others in an accessible way.
- A pro-active and creative approach to policy work with an ability to identify and use external opportunities and a desire to succeed.
- Excellent verbal, written communication and presentation skills with the ability to interpret complex information and communicate this to a range of audiences so it is clear and accessible.

- Excellent organisational and time management skills with the ability to prioritise work, handle conflicting demands and meet tight deadlines with exceptional levels of accuracy maintained.
- Strong management and leadership skills, with the ability to coach team members to encourage continued development and learning.
- Strong networking, influencing and relationship management skills, with the ability to inspire and influence others, as well as the confidence and personal authority to work with external organisations.
- Able to work autonomously and as part of a team, using own initiative and being proactive.
- Strong IT skills including MS Office (Word, Excel, Outlook, PowerPoint).
- Able to think creatively, linking policy, practice and research, and identifying risks and opportunities for the charity.
- Excellent attention to detail and highly accurate when working with multiple sources of information.
- Ability to use values and strategy to influence decision making, prioritisation and relationship development.
- Able to problem solve and develop practical solutions.

Other requirements

- Ability to travel across the Yorkshire region, and beyond.
- A willingness to complete our pre-employment checks (to be undertaken once the role is offered and accepted) which include:
 - A check on your employment history by seeking two references
 - A check on your eligibility to work in the UK as per the Immigration, Asylum and Nationality Act 2006
 - A check on your highest educational achievements
 - A DBS check at the level relevant to your role.

DBS Check Level

- This role requires a DBS check at basic level.

Values and Behaviours

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' below).
- Safeguarding is the responsibility of all employees who must remain aware and vigilant to potential safeguarding breaches and always report any suspicions or incidents following our internal reporting guidelines which will be shared during induction.
- Yorkshire Cancer Research operates a strict 'no smoking' policy throughout our premises, car parks and vehicles. Staff must not smoke whilst wearing charity branded clothing or whilst on duty. If the post holder chooses to, the charity will help and support them to stop completely or temporarily abstain from smoking during their working hours.

Our Values & Behaviours

Our Values



Our Behaviours

	Behaviours
Here for Yorkshire	<p>The needs of people in Yorkshire come first</p> <p>Yorkshire Cancer Research exists to prevent diagnose and treat cancer in Yorkshire. The needs and interests of people in Yorkshire are at the forefront of what we do, how we think and how we act.</p> <p>People are the heart of everything we do</p> <p>When we develop new plans, projects and activities, we actively seek patient, supporter and/or customer input to inform our approach and decision-making.</p>
United by the Cause	United by the need <i>to Give Yorkshire More Life to Live</i>

	<p>We are transparent and open in what we do and what we say, uniting to support one another in achieving our shared goals.</p> <p>We collaborate with each other and other organisations</p> <p>We work to build relationships based on trust and collaboration. We seek to understand the needs and objectives of others to establish the common ground and agree how we can work together to benefit people in Yorkshire.</p>
Think Big and Bold	<p>We deliver world-leading research and services</p> <p>We evaluate worldwide research and we test and we learn in order to drive the greatest advances and impact in cancer research and services. We promote a culture of continual improvement and innovation.</p> <p>We dare to think differently to Give Yorkshire More Life To Live</p> <p>We are ambitious and not afraid to try something new or difficult when it comes to achieving our goals.</p> <p>Nor are we afraid to make difficult decisions when they are in the best interests of those we exist to serve; the people of Yorkshire.</p>
Making it Happen	<p>We create and build solutions</p> <p>We are focused on understanding the impact of our work and the difference it is making. We ensure we are always pushing forward the achievement of our charity's vision.</p> <p>We approach our work with positivity, energy and drive</p> <p>We see every challenge as an opportunity to provide a solution.</p> <p>When it comes to preventing, diagnosis and treating cancer, we deliver pioneering solutions <i>To Give Yorkshire More Life To Live</i>.</p> <p>We pursue our goals with enthusiasm and commitment; always asking 'Can I, and can we, do more?'.</p>

YORKSHIRE CANCER RESEACH

Job Applicant Privacy Notice

Data controller: Yorkshire Cancer Research (the Charity)

As part of any recruitment process, the Charity collects and processes personal data relating to job applicants. The Charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

What information does the Charity collect?

The Charity collects a range of information about you. This includes but is not limited to:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Charity collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The Charity will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Charity will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

Why does the Charity process personal data?

The Charity needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Charity needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The Charity has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Charity to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Charity may also need to process data from job applicants to respond to and defend against legal claims.

Where the Charity relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Charity processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Charity processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

The Charity is obliged to seek information about criminal convictions and offences. Where the Charity seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the Charity will keep your personal data on file in case there are future employment opportunities for which you may be suited. The Charity will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time.

Who has access to data?

Your information will be shared internally for the purposes of the recruitment process. This includes members of the HR and senior executive teams, interviewers involved in the recruitment process, managers in the Charity's team with the vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Charity will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Charity will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and the Disclosure and Barring Service to obtain necessary criminal records checks.

The Charity will not transfer your data outside the United Kingdom.

How does the Charity protect data?

The Charity takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. The Charity has a Data Protection Policy and an ICT Acceptable Use Policy which apply to all its employees.

For how long does the Charity keep data?

If your application for employment is unsuccessful, the Charity will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the organisation to keep your personal data on file, the Charity will hold your data on file for a further period of 6 months for consideration for future employment opportunities. At the end of that period or once you withdraw your consent, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new employee privacy statement.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Charity to change incorrect or incomplete data;
- require the Charity to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the Charity is relying on its legitimate interests as the legal ground for processing; and
- ask the Charity to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Charity's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact the Charity's Company Secretary, Joanne Mornin (joanne.mornin@ycr.org.uk)

You can make a subject access request by contacting the Company Secretary.

If you believe that the Charity has not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to the Charity during the recruitment process. However, if you do not provide the information, the Charity may not be able to process your application properly or at all.

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