



Job title: Policy, Public Affairs and Campaigns Manager, Wales

Location: Office-based in Cardiff, Wales

Reports to: Country Director, Wales

Introduction to Multiple Sclerosis and the MS Society

Over 130,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way.

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments for everyone. Together, we are strong enough to stop MS.

Purpose

To enhance the profile of the MS Society within Wales, among decision makers and the public, and to organise campaigns and policy initiatives based on the experiences of people living with MS.

To develop and co-ordinate work to mobilise the Welsh MS Community to make a powerful case for continued improvement in the treatment, care and support of people living with MS.

As a key member of the MS Cymru team, contribute to the leadership, planning and policy formulation of the team as a whole.

As a member of the management community influence and implement the MS Society's direction of travel to meet our organisational objectives in Wales.

Key relationships:

Internal

The post holder will work closely with the rest of the Cymru Team and: Policy and Influencing, Campaigns team colleagues across the UK.

External

The post holder works closely with:

Senedd Cymru Members MSs, Welsh Westminster MPs and Peers, government policy advisers, health and social care professionals, policy research bodies, media contacts, Welsh alliances and voluntary organisations.

Our values

We expect everyone who works with us to model and promote our values:

Bold

We are brave and innovative. We're not afraid to take risks and speak out, even when it is not easy. We are pioneering and dynamic in our approach to achieving our goals. We will campaign and push boundaries, and will not give up until we have beaten MS.

Expert

People with MS are experts in their own condition. We bring together their own experience and knowledge, along with that of staff, volunteers and professionals, and the best available evidence, to improve the lives of people affected by MS.

Ambitious

We do not accept the status quo. We set high standards and work hard to reach them, driving real change. We push the boundaries and are positive about beating MS.

Together

We achieve success by working with the whole MS community. We are collaborative and inclusive in our approach to succeed in delivering our goals. Everything we do shows we support and care about each other.

Detailed responsibilities:

1. Business plan implementation

- Planning and allocating work, monitoring achievement of deadlines, and supporting staff as appropriate
- Focusing the work of the team to implement business plans and contribute to the achievement of the Society's strategic aims and priorities
- Ensuring a clear focus on driving improvements in quality, impact and performance
- focus on driving improvements in quality, impact and performance

1a Support the development and implementation of policy and public affairs initiatives for the MS Society in Wales

- Work with MSs and MPs to ensure that MS and the MS Society has a high profile at parliamentary level in Wales.
- Ensure that our campaigning and communications work is co-produced with people affected by MS.

1b Responding to Welsh Government initiatives and promoting MS Society policy positions during the legislative and decision making process

- To select and respond to relevant Senedd policy documents and consultations, in consultation with the Policy team
- To compile briefings for Director of Wales, MS's and work with the relevant teams to advise Welsh MPs and Peers on specific issues
- To work with the Country Director and UK Policy team to develop policies for Wales and ensure that MS Society policy positions are sensitive to the specific needs of Wales

1c Developing Campaigns for the MS Society

- To work with Senedd Members (MS's) to ensure that MS and the MS Society has a high profile at the parliamentary level in Wales
- Work with MS community to co-produce campaigns and influencing
- Plan, manage and implementing campaigns to deadlines, achieving measurable results and evaluating them against objectives.
- Work closely with the campaigns team UK wide throughout the planning and implementation stages to ensure that all UK wide campaigns reflect the political and policy landscape in Wales.
- Advise on the most effective channels to deliver the MS Society campaigning activities in Wales, including digital.
- To develop and maintain the support of key staff and volunteers to ensure that the above strategies are delivered in Wales.

1d Managing the media profile of the MS Society in Wales

- To disseminate information about MS campaigning activities in Wales amongst MS Society staff throughout the UK (consideration of Welsh Language)
- To work collaboratively with the Press and Comms officer, in Wales to ensure Media presence in Wales (Including social media/website) is maintained continually regarding campaigning and policy work
- To represent the MS Society through the media, when appropriate
- To write policy and campaign-related briefings as appropriate for Welsh media audiences, in consultation with the UK Communications team and Press and Comms Officer, Wales.

1e Deputising for the Country Director at policy related events

- To represent the MS Society at relevant internal and external meetings and committees and alliances, as agreed with the Country Director
- To develop and maintain the support of key staff and volunteers to ensure that the above strategies are delivered in Wales

2. People Management

- Managing performance and development, through regular feedback, supervision, supporting learning and the Performance development review process
- Assist with recruiting and inducting new staff and volunteers.
- Developing and maintaining effective working relationships across the team, department, directorate and Society.
- To recruit and support local campaign volunteers

3. Monitoring and Reporting on Performance

- Accountable for the analysis and evaluation of the team's performance information, monitoring and reporting against objectives, outcomes and KPIs.
- Ensuring action is taken in a timely manner to enable corrective action to be taken
- Ensuring the impact of the teams work is measured in accordance with the MS Society's objectives

General

- Compliance with MSS's governance procedures, MSS policies and guidelines.
- Contribute to a positive working environment in which equality and diversity are valued and staff are enabled to do their best.
- Acting as project manager as required and contributing to relevant programmes and projects
- Providing advice to Country Director Wales on matters relating to the team functional/external affairs directorate

Other duties

- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands particular to Senedd in Wales
- To undertake any other works as could be expected of the Policy, Public Affairs and Campaigns Manager

Person specification

In addition to demonstrating our core MS Society competencies that are listed at the end of this job description, the role requires knowledge and skills in the areas of:

Qualifications

Essential

- A levels/equivalent qualification or
- Relevant professional experience in policy-related matters in Wales, which demonstrates equivalent academic skills.
- A relevant, recognised professional qualification. Evidence of continuous professional development.

Experience

Essential

- Experience in developing a Policy and Public Affairs strategy
- Significant experience in a policy/media relations/campaigning environment
- A proven track record of success in leading a team of comparable size and complexity, to deliver high-quality results to deadlines
- Experience in developing, communicating and implementing business plans
- Proven planning and project management experience to control the effective use of resources
- Demonstrable experience in applying effective problem-solving techniques when the situation demands
- Experience in financial and budgetary

Knowledge and skills

Essential

- Good understanding of the health and social care policy landscape and its application in practice in Wales.
- Good understanding of how to influence key statutory and professional bodies and/or professional networks, local authorities and NHS Wales.
- Excellent copywriting skills
- Good analytical problem-solving skills
- The ability to manage change effectively
- Demonstrable commitment to collaborative team work
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity
- Excellent interpersonal skills, and ability to influence/persuade a wide range of stakeholders
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences

- Excellent organisational and workload management skills
- IT skills, in particular Excel, Word and PowerPoint

Desirable

- The ability to communicate and write in the Welsh Language
- Able to gain the confidence of managerial colleagues across multi-professional/ multidisciplinary groups
- Ability to work independently but as part of a larger 'virtual team'
- The ability to focus on impact and deliver outstanding results in a team environment.

General

- Compliance with MSS's governance procedures, MSS policies and guidelines.
- Contribute to a positive working environment in which equality and diversity are valued and staff are enabled to do their best.
- Acting as project manager as required and contributing to relevant programmes and projects [NB if project management is a large activity for a function manager, move this to a main area]
- Providing advice to Country Director Wales on matters relating to the team functional/external affairs directorate

Employment terms

Grade: F1

Signed by postholder

Date

Signed by Executive Director

Date



MS SOCIETY JOB DESCRIPTION

MS Society Core Competencies June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	<p>Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions.</p> <p>As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.</p>	<p>Together</p> <p>Expert</p>
Open to change and innovation	<p>Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure.</p> <p>As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.</p>	<p>Bold</p> <p>Ambitious</p>
Sound decisions	<p>Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action.</p> <p>As a team manager, makes and acts upon clear, transparent and timely</p>	<p>Ambitious</p> <p>Expert</p>

	decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.	
Collaborative working	<p>Invests time and energy to establish trust and build positive working relationships with individuals and teams across the organisation.</p> <p>As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.</p>	Together
Effective Communication	<p>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</p> <p>As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.</p>	Together Expert
Outcome focussed	<p>Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes.</p> <p>As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.</p>	Bold Together

Inclusivity	<p>Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work.</p> <p>As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.</p>	Together
Accountability	<p>Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.</p> <p>As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses problems quickly and transparently.</p>	Bold Expert Ambitious Together
Tech Savvy	<p>Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness.</p> <p>As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.</p>	Bold Ambitious

