MS SOCIETY JOB DESCRIPTION

Job Title: Head of Campaigns & External Relations

Location: MS National Centre, NW London

Reports to: Director of External Affairs

Introduction to MS Society

Multiple sclerosis is an unpredictable and incurable condition that affects people’s nervous systems. It can attack suddenly or progress steadily, bringing a range of symptoms which can include sight loss, incontinence, fatigue and mobility problems. No-one with MS can be sure when or how it will affect them next. For 100,000 of us in the UK, it’s a daily reality.

The MS Society is here for everyone living with MS – to provide practical help today, and the hope of a cure tomorrow. We play a leading role in research. We fight for better treatment and care. We let people with MS know they’re not alone, and offer advice and support to help them manage the symptoms.

With your support, we’ll be able to do even more – until we stop MS together.

Purpose:

- To lead the MS Society’s campaigns and external relations activity, ensuring that our influencing and campaigning strategies are focused on achieving meaningful public policy, practice and behaviour change on the highest priority issues.
- To ensure that the charity’s influencing and campaigning activities integrate with the marketing activities of the wider charity, including brand engagement and income generation campaigns.
- To provide leadership and strategic direction for the MS Society’s Campaigns and External Relations function.
- As a member of the Research & External Affairs management team, to contribute to the leadership, planning and policy formulation of the directorate as a whole.
- As a member of the management community to influence and implement the MS Society’s direction of travel to meet our organisational objectives.
- To represent the organisation externally, taking a key role in stakeholder management.
- To deputise for the Director of External Affairs on matters relating to Campaigns and External Relations.
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Key Relationships:
The post holder reports to the Director of External Affairs and will interact closely with:

- Teams across the MS Society that contribute to the success of integrated campaigns and influencing work, in particular Policy, Public Relations, Digital & Content, Marketing, Information & Support, Research, Local Networks and colleagues in Scotland, Northern Ireland and Wales, as well as volunteers working nationally and locally.
- The Chief Executive, trustees, directors and other senior managers across the charity.
- Engagement and Fundraising teams to ensure strong alignment between our brand, marketing and income generation strategies and plans with our campaigning and influencing activities.

Working closely with the Head of Policy, the post holder will also be expected to build and foster collaborative external relations with:

- Other charities with an interest in MS, neurology, health, social care, welfare, employment and associated issues.
- Relevant professional organisations.
- NHS England, Government departments and agencies, Ministers, Parliamentarians and health system leaders.
- Local authorities, health, CCGs, Health and Well Being Boards and other relevant commissioners and providers.
- External advisers the MS Society needs to engage with in formulating credible and expert policy.
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Key accountabilities:

This is a key leadership role that supports our mission ‘to enable everyone affected by MS to live life to their full potential and secure the care and support they need, until we ultimately find a cure.’ The Head of Campaigns & External Relations will lead the MS Society’s Campaigns and External Relations function to achieve the MS Society’s strategic goals by:

1. Strategic planning of influencing and campaigning nationally and locally across the UK
2. Stakeholder engagement and external representation
3. Strategic leadership of function across the MS Society
4. Operational delivery and improvement
5. People management
6. Financial management
7. Monitoring and reporting on performance
8. Other

Our values
All MS Society staff are expected 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:

Strategic planning of influencing and campaigning nationally and locally across the UK (35%)

- Continuously develop our influencing, public affairs and campaigning functions, nationally and locally, and ensure they are working and communicating effectively with teams across the MS Society, UK-wide.
- Ensure that campaigning and influencing strategies and activities are aligned to the MS Society’s strategic goals and are achieving measurable impact against priority objectives.
- Working with national directors, the Head of Policy and Heads of Research, ensure that policy focused campaigns are based on good evidence and are relevant to devolved governance.
- Working with the Director of External Affairs and the Executive Group, agree campaign priorities and new areas for development of campaigning activity, based on evidence of need and the views of key stakeholders, including people with MS.
- Working with other senior managers in External Affairs and with peers in Engagement & Fundraising, ensure campaigning and influencing activities are well planned and integrated with other marketing activities, in particular brand engagement and income generation activities. To this end, engage positively in regular forums such as the monthly Communications, Marketing and Campaigns Planning Group and weekly communications approval meeting.
- Ensure the development of effective messaging and work closely with colleagues across the charity to ensure campaigns are fully integrated across all relevant communication channels, to maximise our reach and engagement with target audiences.
- Ensure each of our public-facing campaigns include strong story-telling to engage supporters and the wider public.
- Ensure the continuous development and growth of the campaigns community at a national and local level and that the appropriate tools and support are in place to increase levels of mobilisation across the UK.
- Ensure that all public affairs activities promote core messages, raise awareness of MS and the MS Society and further the objectives of our campaigns.
- Work with colleagues in Services and Support to ensure that people with MS have the tools and information they need to be effective advocates, for themselves and/or other people with MS, including developing behaviour change campaigns where needed.
- Advise the Executive Group and the Board of Trustees on management of relationships with key external contacts and oversee an ongoing contact programme for high level engagement.
- Proactively develop a contact management programme for senior members of staff to communicate influencing messages to all contacts and through all relevant channels.
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- Continuously monitor and anticipate risks in the external environment and where necessary, form appropriate influencing and/or campaigning strategies in response.
- Working closely with senior managers in the Engagement and Fundraising directorate, contribute to the continuous development of a coherent marketing and engagement strategy to reach target audiences with compelling communications that enhance our brand reputation and drive engagement and action.
- Ensure the co-ordination and development of new / existing database and knowledge management systems to improve the efficiency and effectiveness of our public affairs and wider influencing work.
- Ensure the efficient and effective management of relationships with key services and suppliers necessary to discharge our campaigning and influencing work (e.g. Parliamentary monitoring services).
- Work collaboratively with teams across the MS Society who are engaged in our influencing activity to utilise evidence reviews completed to support the promotion of excellence in MS care and related professional standards.
- Ensuring the opportunities presented by digital technology and data form a central part of business plan development, under the principles of the digital transformation programme.

Stakeholder engagement and external representation (25%)

- To represent the MS Society locally, nationally and internationally on matters related to the MS Society's campaigning and influencing activities, including acting as a media spokesperson for the MS Society.
- Identify and build relationships with and influence key stakeholders within the local and national political, healthcare and social policy networks, including relevant professional organisations.
- Ensure that the MS Society works in collaboration with a range of influential umbrella organisations, such as the Neurological Alliance, Disability Benefits Consortium and the Richmond Group.
- Build strong personal working relationships which help the MS Society to achieve its objectives with civil servants, parliamentarians, other charities and professional bodies.
- Ensure that our regional external relations team forge strong relationships with relevant local stakeholders and achieve impact in influencing the improvement or retention of high quality statutory services for people affected by MS.
- Manage corporate relationships with the pharmaceutical industry and other key opinion leaders within the corporate sector in line with MS Society policy and procedures.
- Ensure that we work collaboratively with relevant external stakeholders to shape professional practice across health and social care, through an influencing programme that includes professional standards, development and learning.
- Co-ordinate relevant management information and workforce needs analysis with key stakeholders to identify professional development and
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support needs of the MS professional community in partnership with other MS organisations and recommend strategies for providing a coherent and collaborative response to identified needs.

- Working alongside the Policy team, manage and co-ordinate the planning and delivery of events, workshops, seminars and roundtables that engage external stakeholders in critical debates about health, social care and welfare policy issues and concerns of interest to people living with MS.

Strategic leadership across the MS Society (10%)

- To be the leading authority on matters related to Campaigns and External Relations, providing advice on policy and strategy.
- Acting as project manager or project board member providing strategic advice, management or contribution to relevant programmes and projects.
- Developing and maintaining effective working relationships across the department, directorate and wider MS Society.

Operational delivery and improvement (5%)

- Accountable for the effective day to day management and delivery of functions within the department.
- Focusing the work of the department to deliver the departmental business plan and contribute to the achievement of the MS Society’s strategic aims and priorities.
- Ensuring a clear focus on driving improvements in quality, impact and performance.

People management (15%)

- Engaging the team and individuals, through setting clear work plans, managing performance and development, through regular one to one’s, feedback, supervision, supporting learning and the performance development review process.
- Recruiting and inducting new staff.
- Developing and maintaining effective working relationships across the team, department, directorate and Society.

Financial management (5%)

- Propose and be accountable for the efficient management of expenditure including effective budget preparation, planning, monitoring and review.
- Ensure effective financial and resource management.

Monitoring and reporting on performance (5%)

- Accountable for the analysis and evaluation of performance information, monitoring and reporting against objectives, outcomes and KPIs.
- Ensuring action is taken a timely manner to enable corrective action to be taken.
- Ensuring the social impact of the departments work is measured in accordance with the MS Society’s outcomes framework.
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General
- Compliance with the MS Society’s governance procedures.
- Ensure compliance with MS Society policies on working with people with MS, Volunteers, Recruiting Safely, Safeguarding, Health & Safety and Equality & Diversity.
- Ensure compliance with MS Society guidelines on the requirements of Disclosure, where applicable.

Other Duties
- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands.
- To undertake any other works as could be expected of a Head of Campaigns and External Relations.

Reporting Responsibilities:
- To supply information as required by the Director of External Affairs.
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Person specification

Qualifications
Essential
- Degree or equivalent qualification or
- Relevant professional experience, which demonstrates equivalent academic skills
- Evidence of continuous professional development.

Experience
Essential
- Substantial experience of developing and delivering successful high profile integrated campaigns to change public policy, practice or behaviour, using a variety of tactics and media channels.
- Experience of an evidence-based approach to campaign development.
- Successful experience of securing policy change through public affairs and government relations activity.
- Substantial experience in the development of influential partnerships in public policy environments.
- Strong experience as a media spokesperson on campaigning issues.
- Experience of engaging and mobilising the public and supporters in taking action in multi-channel campaigns.
- Experience of working with health and social care professionals and their representative organisations to influence professional practice.
- A proven track record of success in leading and managing a team of comparable size and complexity, to deliver high quality results to deadlines.
- Substantial experience of working in a senior team to develop, communicate and implement business plans.
- Proven strategic planning, programme and project management experience to control effective use of resources.
- Demonstrable experience of applying effective problem solving techniques when the situation demands.
- Strong experience of financial and budgetary management.
Knowledge and skills

Essential
- Good understanding of how digital technology and data is changing health, care and services, and a commitment to using digital technology and data to improve outcomes and impact.
- The ability to drive and embed lasting change.
- The ability to focus on impact and deliver outstanding results in a team environment.
- Demonstrable commitment to collaborative team work.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- Exceptional interpersonal skills, and able to influence/persuade a wide range of stakeholders at the highest level.
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences.
- Ability to translate complex research & policy analysis into a set of key messages with a compelling narrative for various audiences.
- Good overall knowledge and understanding of areas of public policy that are highly relevant to the needs of people with MS.
- Knowledge of the workings of policy and decision making institutions locally and nationally, UK wide.
- Vision, strategic insight and intellectual capability to understand the environment in which the MS Society is operating, and to help senior colleagues to mould the strategy accordingly.
- Proven outstanding management and positive leadership skills with ability to adapt style to people and circumstances.
- Understanding the importance of evaluation and impact measurement, both in influencing change and in leveraging investment into our work.
- Ability to cope with, and resolve, conflict.
- Ability to manage a complex and diverse workload.
- Current knowledge of professional development in the areas of health and social care.

Employment terms

Grade:

Signed by postholder  Date

Signed by Executive Director  Date