

Head of Policy & Public Affairs, Scotland

Candidate pack



Introduction

For over 70 years Marie Curie has worked to deliver a better end of life experience for everyone. A key part of that mission means lobbying for the changes needed from national and local decisionmakers in order to improve those experiences.

The Policy and Research Directorate at Marie Curie is a new directorate in the Chief Executive's Office, which brings together our policy, public affairs and research work in order to maximise impact.

The Head of Policy and Public Affairs, Scotland is a crucial role in the team – leading the development of evidence-based recommendations to improve end of life care across Scotland.

Working in partnership with the Heads of Policy and Public Affairs in England, Wales and Northern Ireland, this role will also work to engage with the Scottish Government, as well as regional Health Boards, Local Authorities and other local decisionmakers across Scotland.

We know that the UK has profound inequalities in end of life

care. We work to challenge this, and to do that as effectively as we can, we need a diverse team. We are inclusive and welcome applications from everyone regardless of age, gender, sexuality, race, class, religion, disability, nationality, or political affiliation.

Putting people at our heart is one of our values here at Marie Curie and this applies to everyone who joins our team.

By joining Marie Curie you'll become part of a committed team of people that work to make sure we provide the best possible care and support for people living with a terminal illness and their families.

Please take a look at the package we provide our staff to see how we work to make sure we do the very best for you from your first day at the charity. From nurses and physiotherapists to fundraisers and IT specialists, we want to provide the best we can for you.

For this role, we will consider job share arrangements and flexible hours.

Our core services

Marie Curie Nurses

Marie Curie Nurses work night and day, in people's homes across the UK, providing hands-on care and emotional support. If you're living with a terminal illness, they can help you stay surrounded by the people you care about, in the place where you're most comfortable.

Marie Curie Hospices

Marie Curie Hospices offer the reassurance of specialist care and support, in a friendly, welcoming environment, for people living with a terminal illness and their loved ones.

Information and support

We help everyone affected by a terminal illness to get the information and support they need, whether they are living with an illness themselves, or supporting a family member or friend

Marie Curie Helper volunteers

We know little things make a big difference when you're living with a terminal illness. Our trained Helper and Companion volunteers visit regularly to chat or nip to the shops to pick up the essentials.

Policy and public campaigning

We influence decision-makers on issues affecting people with a terminal illness. We keep quality care on the political agenda and encourage people to use their voice to create change.

Research

We're a leader in research into better ways of caring for people with a terminal illness. This helps improve care and support across our services, as well as those provided by others.



The Policy & Public Affairs team

In recent years, our policy and public affairs teams across the UK have made a real difference to improving end of life care across the four nations. We are hugely excited about what you could help us achieve in the future!

Scotland: changing approaches to death and dying

In April 2018, Scottish Parliament passed the Social Security (Scotland) Bill. In this Bill, the new definition of terminal illness was based on clinical judgement with no timescales. By 2020, more people living with a terminal illness in Scotland will access these benefits quickly, without assessment and at the highest amount payable.

We secured changes to Healthcare Improvement Scotland's general standards for neurological care and support, to better address palliative care.

England: starting conversations about end of life

We secured changes to the NHS Long Term Plan to ensure end of life care was properly addressed.

We launched a benefits campaign in partnership with the MND Association.

Our Surrey campaign highlighted concerns that dying people were stuck in over-stretched hospitals when they'd prefer to be at home. We encouraged supporters to contact their MP, asking them to make sure those people got the care they deserve. This opened up important conversations with commissioners and MPs.

Wales: promoting good palliative care for all

We played an important role in securing an additional £3 million for end of life care since the 2016 Assembly Elections.

We instigated and drove the initiative that led to the Welsh Government committing to Wales becoming a Compassionate Country.

Northern Ireland: getting support for those in need

We secured a recommendation to scrap the six-months rule in the review of the Personal Independent Payment assessment process. We gained support for Madeleine Moon MP's Bill from four local councils and every political party in Northern Ireland, as well as the Democratic Unionist Party Westminster group.

We ensured the needs of people with terminal illnesses are considered as part of two major health service transformation projects: the review of urgent and emergency care and the development of a new Cancer Strategy.

Mark's Story



Mark Hughes is living with terminal cancer, and has first-hand experience of the difficulties faced by dying people when trying to claim the benefits they are entitled to.

“I was given six months to live in 2011. Trying to get a doctor to confirm that so I could be fast-tracked through the benefits system proved impossible. Form after form kept arriving – meanwhile, my family and I were trying to come to terms with my terminal diagnosis.

“When I heard that Marie Curie was campaigning to scrap the six-month fast-track scheme, I offered to help. Anyone with a terminal illness should be fast tracked and there should be one department that deals with all cases, so information isn't lost between teams.

“Scrapping the six-month rule on fast tracking will stop people being put through the worry of endless form-filling and being made to feel like they are claiming benefits that they aren't entitled to.

“Sadly, the likelihood is that in everyone's lifetime someone close to them will be affected by terminal illness. Supporting this campaign will help them make that difficult journey easier. The last thing dying people need is obstacles in their way.”

Job Purpose/Summary

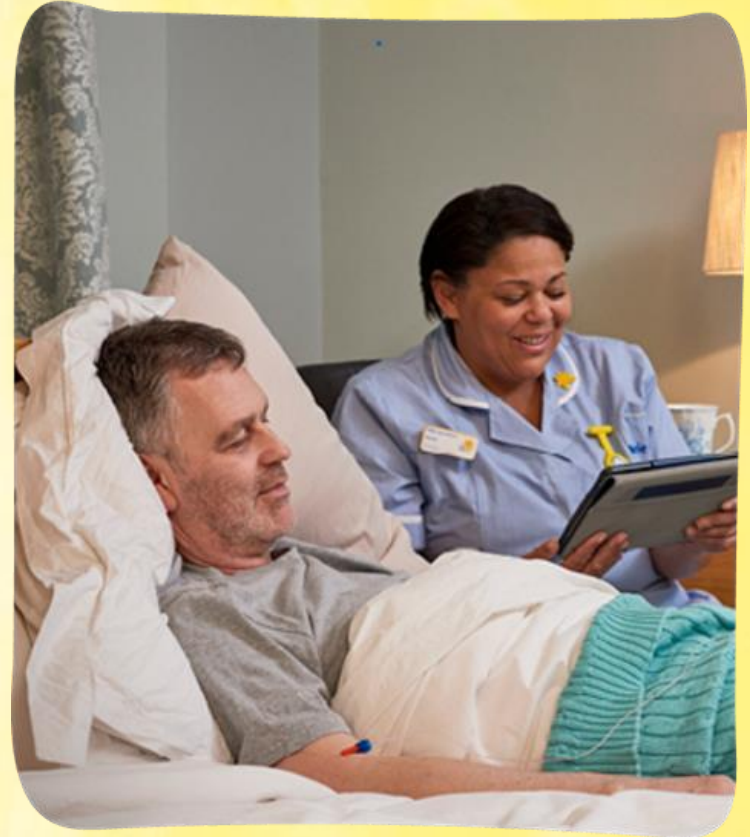
Marie Curie's Policy & Public Affairs teams are responsible for taking forward the charity's mission and objectives, to develop and influence palliative and end of life care policy across the UK.

The *Head of Policy and Public Affairs, Scotland* will lead the development of policies to improve end of life care in Scotland, based upon the evidenced needs of people affected by terminal illness.

They will play an important part in the guardianship of Marie Curie's reputation in Scotland.

Working as part of a UK-wide team this post will be key to ensuring that the organisation can deliver a coordinated UK public affairs strategy, that is tailored to meet the environment of each of the nations of the UK.

In all aspects of this role, the post holder will work in conjunction with the Director of Policy & Research and their team and across the Charity as a whole.



Duties & Responsibilities

Strategic planning and policy development (including campaigning)

- To produce, manage and disseminate high quality evidence on issues relating to end of life care in Scotland.
- Analyse and respond to policy developments within the Scottish Government, and other public bodies across Scotland, and use initiative and judgement to assess the impact on Marie Curie and on end of life care, support and experience in Scotland.
- In conjunction with the Director of Policy & Research, recognise, decide and act on opportunities to develop Marie Curie's policy positions across Scotland.
- Take responsibility for responses to government consultation papers and other key policy documents which directly affect people living with a terminal illness, their families and carers.
- Contribute to the development and implementation of campaigns.
- Act as a representative of Marie Curie in all appropriate fora, develop, deliver and contribute to policy events, seminars, workshops and conferences.
- Work closely with colleagues in Wales, Scotland and Northern Ireland to ensure the charity has a cohesive UK policy and public affairs strategy.



Public affairs

- Create strategies for engaging with and influencing Members of the Scottish Parliament, Scottish Government officials, Local Authorities and regional Health Boards across Scotland, and other national and local decision makers.
- As Marie Curie's main spokesperson on policy and public affairs issues in Scotland, develop the charity's public profile in Scotland, represent and convey its views through media interviews, speaking engagements, written articles, letters and participation at conferences and other events as required.
- In conjunction with the Communications team, assist in the development and delivery of media coverage on policy and public affairs issues.
- Develop a high profile in the Scottish Parliament by engaging with elected representatives, participating in cross-party groups and organising events, including parliamentary functions.
- Manage Marie Curie's engagement with individual political parties, including any party conference programme in Scotland.
- Ensure Marie Curie works in co-operation and collaboration with other organisations involved in end of life care and life-limiting illnesses, participating in or conveying and servicing, committees, forums or alliances as appropriate.
- Contribute to the maintenance and development of case studies of patients, families and carers in conjunction with the Communications team.



Communication and influencing

- Ensure colleagues within Marie Curie are kept informed of key policy developments and are appropriately briefed for key meetings.
- In conjunction with colleagues, prepare lively, accurate and accessible policy, parliamentary and campaign copy and materials for internal and external use, online, in social media and in print (magazines, newsletters, leaflets, fact sheets, briefing papers, press releases etc.), attributed to Marie Curie.
- To work closely with the Communications team to agree media messages and strategies and to keep them abreast of all relevant enquiries and opportunities for media coverage.
- Respond to complex queries from professionals, including researchers and journalists, and from patients, families and carers, on policy and campaign issues in Scotland.

Research

- Develop and maintain a close relationship with the Marie Curie research centre at UCL, with the research leads in Marie Curie's English hospices, and with the Marie Curie research team

- Identify opportunities to use end of life care research (funded by Marie Curie and otherwise) to inform policy and public affairs activity in Scotland.

Team leadership

- To effectively lead the Policy and Public Affairs, Scotland team, and support the ongoing development of all team members.

Key relationships and contacts

- Internal: Policy and Public Affairs, Scotland team; Director of Policy & Research & wider Policy and Research team; Senior Operational Managers in Scotland; the Communications and Campaigns teams.
- External: Scottish Government, politicians, peer policy and public affairs colleagues in charities, local government and other public & statutory agencies, think tanks and academics. Senior staff in NHS Scotland.

General

- In addition to the specific duties and responsibilities outlined in this job description, all Marie Curie employees should be aware of their specific responsibilities towards the following:
- Marie Curie operates a no-smoking policy. The post holder should either be a non-smoker or be prepared not to smoke in **any** charity premises, grounds or vehicles or when on Marie Curie business outside the office.
- Adhere to all health & safety and fire regulations and to co-operate with the charity in maintaining good standards of health & safety.
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the charity.
- Demonstrate a commitment to ongoing registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.
- For designated roles, the post holder will be responsible for health & safety, business continuity planning and/or risk management. (These responsibilities will be notified

on appointment.)

- The role requires travel throughout Scotland and may require some overnight stays.
- The role will involve occasional evening and weekend working.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

Person Specification

| Criteria | Essential | Desirable | How assessed |
|--------------------|--|---|---------------------------|
| Skills / Abilities | <p>Excellent, effective and influential oral communications skills, including the ability to communicate, in person, with a wide variety of people, the media and a range of organisations and public bodies</p> <p>Significant and effective written communication skills to influence and promote MC's policy messages in materials, articles and publications and in government consultation documents</p> <p>Strategic influencing and negotiation skills in order to advocate for MC policy positions</p> <p>Excellent liaison and consultation skills to persuade at a senior level in all sections, including with politicians, senior executives and Board members</p> <p>Political astuteness and judgement in dealing with the Scottish Government and politicians</p> <p>Persuasive and diplomatic at all levels</p> <p>Outstanding organisational skills, including the ability to use initiative, to prioritise workload and work under pressure to achieve tight schedules and deadlines</p> | <p>Experience of delivering presentations to a diverse audience and/or speaking at public events</p> <p>Ability to analyse complex and varied written material e.g. statistics, legislation etc.</p> | Assessment and interview |
| Knowledge | <p>In-depth understanding of the structures and working of the Scottish Government, health and social care organisations and local authorities in Scotland</p> <p>Comprehensive knowledge of health and social care policy issues at national and local levels across Scotland</p> <p>Awareness of the stages of research methodologies or the processes involved in research</p> | <p>Understanding of organisational budgets and implementation of financial controls</p> <p>Experience of third sector organisations</p> <p>Good understanding of Scottish, and UK-wide, health and social policy issues</p> <p>Familiarity with, and a commitment to, equal opportunities</p> | Application and interview |

| Criteria | Essential | Desirable | How assessed |
|------------|--|-----------|---------------------------|
| Experience | <p>Demonstrable experience of working with an advisory board, management committee, or board of trustees</p> <p>Be able to demonstrate sound success in campaigning and lobbying work, either at a parliamentary or local level</p> <p>Understanding of the complex issues involved in end of life care</p> <p>Experience of working with the media, developing relationships with key journalists and giving media interviews, including experience of helping to design media stories</p> <p>Substantial results in securing support from, and understanding the role of, the media in policy and public affairs work</p> <p>Evidence of working collaboratively with colleagues across the UK</p> | | Application and interview |

Terms and conditions

| | |
|--------------------|--|
| Job title | Head of Policy and Public Affairs, Scotland |
| Salary Scale | MCJES Grade G |
| Annual entitlement | 25 days (plus statutory bank holidays) |
| Notice period | Three months |
| Working hours | 35 hours per week |
| Disclosure check | Standard check |

Other benefits

- Marie Curie Stakeholder Pension Scheme
- Season ticket loan
- Loan schemes for bikes, computers and satellite navigation systems

Enquiries: For a confidential discussion contact Catriona Mackie or Kate Kennedy at our recruitment partners, Aspen People, on 0141 212 7555.

Please **CLICK HERE** to submit your CV and supporting letter. **Closing date for applications: Sunday 16th January 2022**