

Job description

Public Affairs Officer

Job Purpose:

To support the development and implementation of effective public affairs and campaigning activities, working across the team, regional Brain Tumour Research Centres of Excellence, member charities and activists to ensure we campaign with one voice and help drive change for brain tumour campaigners, patients and their loved ones.

Reports To:

Director of Research, Policy and Innovation

Main duties:

- Develop and deliver public affairs and campaigning plans that support Brain Tumour Research's organisational objectives, highlight the specific needs of brain tumour patients, and work with the Head of Stakeholder Relations to promote a compelling and persuasive narrative to support our policy calls
- Build effective relationships with MPs, their teams, government departments, colleagues, lobbyists and policy officers at partner organisations
- Develop and deliver public affairs plans for devolved nations, building effective relations with MSPs, AMs, MLAs and their teams
- Monitor the campaigning@ inbox, adding campaigners to the CRM and signposting effectively
- Support the engagement of Brain Tumour Research campaigners, working with the Head of Stakeholder Relations to convert Campaigners to Activists and organise termly 'Get Togethers', introducing to Community Fundraising team as appropriate
- Ensure that the charity's campaigning and public affairs activities are informed by the views and experiences of patients, their families, carers, healthcare professionals and researchers and, where relevant, the wider public
- Help organise events, meetings, and briefings to ensure our messages are communicated to external stakeholders e.g. APPG meetings, Party Conferences
- Identify opportunities for case studies and press releases, working with the PR team to deliver on these
- Design and implement mechanisms to update our team and supporters e.g. individuals, member charities, about our public affairs and campaigning activity

- Monitor and maintain an up-to-date knowledge of cancer statistics, political news, policy, legislative and public policy developments relevant to brain tumours, and an understanding of the external environment in which the charity is aiming to campaign and to influence
- Deputise for the Head of Stakeholder Relations in attending meetings, events, and committees on behalf of Brain Tumour Research in order to build relationships across the political spectrum, as well as with other charities, think-tanks and similar organisations, to ensure that we are maximising opportunities to influence policies relating to research into brain tumours
- Influence Government strategy by drafting data briefings, consultation and Inquiry responses, policy briefings, and reports on key issues and Government policy
- Support social media team in creating content for website, Facebook, and Twitter to demonstrate our authority
- Engage with Social Media Twitter strategy authoring tweets and retweeting MPs, sector partners and coalition organisation tweets
- Engage Parliamentarians in fundraising activities to help raise funds and awareness
- Ensure effective evaluation, reporting, budgeting and communication of activities and impact for all areas of campaigns, public affairs and influencing work and propose alternative plans and activities when performance is not on track
- Ensure that central administration systems in place at Brain Tumour Research are complied with and that all information relating to lobbying and activist contacts are correctly entered onto Brain Tumour Research's database
- Make sure all relevant charity and other legislation (data protection etc.) and Institute of Fundraising Code of Fundraising Practice is complied with
- Comply with Brain Tumour Research's internal policies as appropriate
- Undertake any other reasonable duties as required by your line manager or the Leadership Team