



Royal College
of Nursing

Candidate Pack for
Head of Public Affairs and
International Policy



Starfish



About us

The Royal College of Nursing is the world's largest nursing professional college and trade union.

With a membership of over half a million registered nurses, midwives, health visitors, nursing students, health care assistants, nursing associates, assistant practitioners and nurse cadets, RCN members work across hospital and community settings in the NHS and the independent sector and are spread across 100 branches in 12 countries and regions.

In the Policy and Public Affairs (U.K. and International) department our aim is to improve the lives of the nursing profession so they are able to provide high quality care for their patients. We do this by developing and shaping UK and international public policy to support the RCN and members' priority issues on health and care, and wider public policy. We also manage our relationships with key international alliances, ensuring that the RCN has a strong global presence on key health and care issues affecting nursing.

As part of the department's leadership team, you will help us shape the health and care policy debate by monitoring the policy and political environment for salient and emerging issues, working closely with a wide range of internal and external senior stakeholders to influence policy development, supporting direct member engagement, and ultimately achieving change on behalf of the nursing profession. You'll also play a key role in learning from and influencing EU and international developments that impact UK and global nursing.



Role description

Job title:	Head of Public Affairs and International Policy
Reports to:	Director of Policy
Direct reports:	Senior Public Affairs and Stakeholder Engagement Manager and International Policy Manager
Key relationships:	Policy and Public Affairs (UK and International) Communications and campaigns RCN Institute of Clinical Excellence Employment Relations Department

Role purpose

The Head of Public Affairs and International Policy works closely with the Head of Policy (UK) to provide operational leadership of the Policy and Public Affairs (UK and International) department. The role is responsible for the public affairs and stakeholder engagement function and international policy team, with direct line management of two posts. The role provides strategic advice to the Director of Policy and Chief of Staff on issues around political and policy influencing, stakeholder relationships and the international landscape to maximise the influence of the RCN and achieve change on behalf of its members.

Main duties and responsibilities

Specific role responsibilities

- Work closely with the Director of Policy and Head of Policy (UK) to lead and manage the Policy and Public Affairs (UK and International) department totalling c.25 posts. Directly line manage the Senior Public Affairs and Stakeholder Engagement Manager and International Policy Manager.
- Work closely with the Director of Policy and Head of Policy (UK) to ensure effective management of department projects, resource allocation and team development to further the strategic aims of the RCN.
- Working closely with the Head of Policy (UK), lead a coherent approach to the development of influencing activity across the RCN's policy priorities and ensure strategic alignment across the College by working closely with colleagues and leveraging the expertise of different departments.
- Oversee and be accountable for the international policy and influencing work to achieve positive change for the nursing community in the UK and internationally.
- Build the RCN's international profile on global health issues and oversee our relationship with international alliances.

- Oversee and be accountable for the public affairs and stakeholder engagement work programme, ensuring the RCN and the views of its members are heard across political, arm's length body and sector stakeholder groups. Work closely with colleagues across the RCN to enhance the organisation's reputation and gain maximum impact amongst key decision makers.
- Identify political opportunities and risks in England and international health care landscape and advise on targeted political lobbying and stakeholder influencing tactics to respond, working closely with country teams on UK-wide issues.
- Oversee the RCN's contact with parliamentarians, arms-length bodies and key stakeholders in England. Identify and develop constructive senior stakeholder relationships, provide expert advice on political and stakeholder needs and oversee the RCN's coalition activity.
- Ensure the RCN's policy and influencing work is responsive and relevant by leading the team to respond to complex and fast changing international and domestic policy debates and advise on emerging trends in England, the UK and globally.
- Maintain and develop collaborative working links with RCN public affairs and policy teams within Scotland, Wales and Northern Ireland in order to facilitate UK wide co-ordination of RCN policy and public affairs activity.
- Ensure the Executive Team, RCN committees and elected members are provided with timely horizon-scans and updates on international policy developments, public affairs and stakeholder updates and provide expert analysis and advice on these issues.
- Act as an ambassador representing RCN externally with key decision makers, such as parliamentarians and policy makers, alongside senior colleagues or elected members as appropriate.
- To deputise for the Director of Policy as required.



1. Projects

- Work closely with the Director of Policy and Head of Policy (UK) to develop and maintain an effective planning and delivery infrastructure for the policy and public affairs department, and in partnership with teams across the RCN.
- Working closely with the Head of Policy (UK), Director of Policy, Director of Research and colleagues in the RCN Institute to ensure the RCN's positions are underpinned by a comprehensive and robust evidence base.
- Develop a strategy for developing our multilateral and bilateral relationships in the international health landscape, ensuring that the RCN can meaningfully influence international policy discussions.
- Oversee the development of domestic and international political lobbying and influencing plans for key RCN priority policy issues to deliver against agreed strategic and operational priorities. Oversee the delivery of key political events such as general elections and party conferences.
- Oversee and be accountable for our stakeholder engagement programme and work closely with the Senior Public Affairs and Stakeholder Engagement Manager to advance our stakeholder engagement function, ensuring the RCN has regular and meaningful contact with key external stakeholders.

2. Management responsibilities

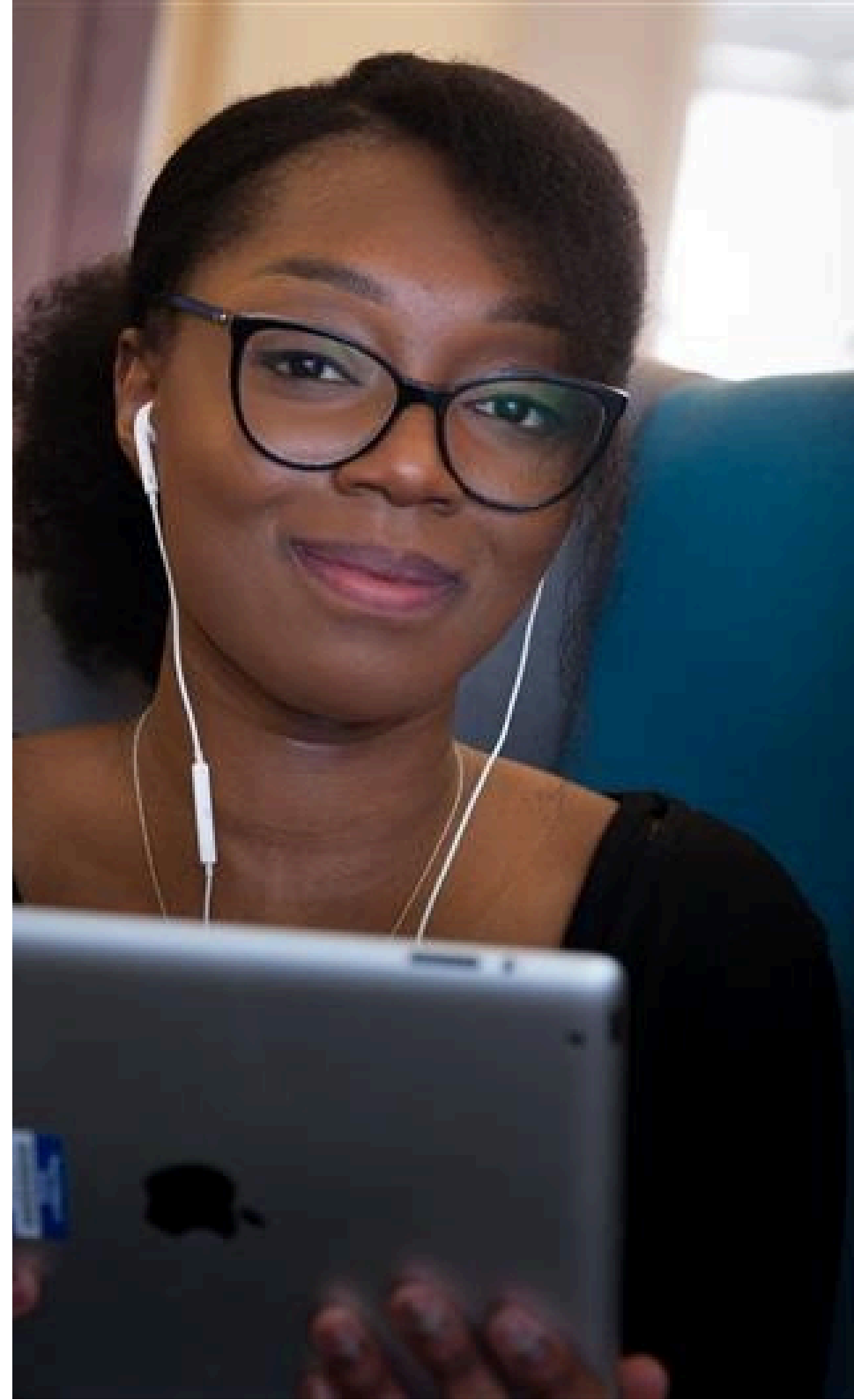
- Lead the public affairs and stakeholder engagement team and international policy team, setting and communicating team and individual performance standards, and setting and agreeing objectives which align to RCN strategic and operational objectives; and ensuring that team members deliver against their standards and objectives.
- Develop and progress equity, diversity and inclusion activity within the team.
- Be responsible for managing the Public Affairs Manager and International Policy Manager. Supporting, motivating and developing team members, through continuing conversations, 4Q reviews (performance appraisals): identifying learning and development needs and ensuring that they are met.
- Work closely with the Director of Policy to ensure the teams are adequately resourced to deliver objectives; leading on the recruitment and onboarding of new staff in line with RCN's policies.

3. Financial responsibilities (Budget owners/managers)

- Work collaboratively with the Director of Policy, Head of Policy (UK) and Finance to manage departmental budget, communicating and working within the RCN's finance, budgetary and business planning procedures.
- Ensure that team budgets are monitored effectively, with forecasts provided when required.
- Monitor financial transactions in the budget to highlight any variances, identify problems and/or unexpected items/anomalies at an early stage.
- Manage own financial responsibilities such as processing relevant forms by deadlines, authorising appropriate transactions.
- Comply with the RCN Financial regulations and related policies, to safeguard the assets of the RCN.

4. Additional responsibilities

- Champion equity, diversity, inclusion and human rights and be responsible for contributing to achieving the commitments set out in the RCN Group equality, diversity and inclusion statement.
- Treat colleagues, members, customers and others with respect in line with our values and Our Respect Charter.
- Maximise all opportunities available to:
 - encourage member recruitment and promote the benefits of joining the RCN
 - promote the RCN as the organisation that represents nurses and nursing, and that promotes excellent in practice and shapes health policies
- Support member ballot and industrial action activities when required.
- Undertake any other duties as requested in line with the job role.



Person specification

Knowledge and experience

- Strong understanding of the UK's political and health and care policy landscape, policy making and parliamentary processes
- Strong understanding of the international health and care policy landscape
- Knowledge of key issues affecting the nursing profession and the health and care sector within the UK and globally
- Knowledge and experience of the policy development and influencing techniques and systems for monitoring and evaluating public affairs activity
- Strong track record in a senior public affairs or policy role and developing evidence-based policy and influencing campaigns that achieve change
- Experience of line management and leading teams in a complex organisation
- Budget planning and resource management
- Building and maintaining complex stakeholder relationships
- Experience of making a positive contribution to promoting and embedding equity, diversity and inclusion.
- Experience of a membership-based organisation or trade union
- Experience of commissioning, analysing and applying research findings within a policy and influencing environment
- Experience of managing a stakeholder engagement function in a complex organisation

Skills and abilities

- Excellent verbal, written and presentation skills and a credible communicator with senior internal and external stakeholders
- Strong analytical skills with the ability to understand complex policy and legislation and respond to emerging policy and political developments
- Excellent relationship building and influencing skills and working closely with senior stakeholders
- Sound judgement on matters of organisational reputation
- Strong interpersonal skills, including negotiation, influencing, conflict management and partnership working
- The ability to think creatively and strategically

Styles and behaviours

- Strong personal commitment to promoting and embedding equity, diversity and inclusion

Terms of appointment

Salary

The salary for this role is £84,489 - £94,857 (plus London weighting) per annum on a full-time permanent basis.

Location

Hybrid working (60% homeworking and 40% in Central London office) with occasional UK travel

Pension

When you join the RCN, you are enrolled into our group personal-pension scheme and while you contribute three per cent of your salary the RCN makes additional contributions of eight per cent. The scheme has a range of investment options for you to choose from, including ethical investment funds.

Annual leave

Up to 32 days plus bank holidays and three additional days for the Christmas break plus generous maternity, adoption, paternity, and shared parental leave packages.

Additional benefits

We offer a competitive pay structure with annual pay progression until you reach the top of the salary scale. We normally offer new employees the first point of the salary range, although you may be able to negotiate a higher starting salary depending on your skills, experience and current salary.

We are a diverse organisation and understand everyone has different needs and many of our employees enjoy flexible working enabling them to deliver results whilst having a good work life balance. Our hybrid working model allows for up to 60% of your working time to be carried out from home. At least 40% of your working time will be spent working in person.

You will also be able to use RCNXtra, a special collection of discounts that give you money off cinema tickets, gym memberships, hotels, holidays and leading brands.

Further information on pay and benefits can be found [here](#).

How to apply

We hope you will consider making an application. To make an application, please go to <https://starfishsearch.com/jobs/head-of-public-affairs-and-international-policy/>

and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date:

10th June

Preliminary interviews:

w/c 15th June (online via Teams)

Final Panel interviews:

w/c 29th June

