

## **JOB DESCRIPTION & PERSON SPECIFICATION**

**Job Title:** Senior Policy & Campaigns Officer

**Salary:** £30,000 plus

**Reporting to:** Director of Policy and Research

### **JOB DESCRIPTION**

#### **Overall Objectives**

1. To maintain, develop and promote evidence based policies to reduce the harm from tobacco.
2. To maintain, develop and promote partnerships with other organisations, national and local, in support of policies to reduce the harm from tobacco.

#### **Specific Duties**

1. To contribute to the development and promotion of a comprehensive and current range of evidence-based policy positions for England.
2. To lead on the development of specific policy areas as agreed by the Director of Policy and Research and the Chief Executive.
3. To promote public and professional support for our policy positions.
4. To contribute to work to influence policy makers and legislators in support of ASH policy decisions.
5. To draft and oversee the drafting of relevant reports.
6. To work closely with the Director of Policy and Research and the Chief Executive, supporting them in their roles.
7. To raise public awareness and increase public participation in the campaign(s) in consultation with relevant staff.
8. To write to publication standard and maintain communication materials in conjunction with relevant staff.
9. To contribute to projects as agreed with the Director of Policy & Campaigns.
10. To manage and where necessary conduct aspects of the research needed by the campaign.
11. To help ensure that ASH maintains its reputation as a source of accurate and reliable information and successful communication.
12. To represent ASH as required (e.g. speaking at conferences and meetings).
13. To complete any other duties appropriate to the role as required.
14. To report as required on work progress.

## **PERSON SPECIFICATION**

ASH's work touches on a wide range of disciplines - including film, marketing, tax, economics, law, politics, media, statistics, addiction and its treatment, and medical conditions from cot death to cancer. We do not therefore specify any particular academic background or training. Rather than having particular specialism, you will have the skills to master a brief and get on top of any subject in sufficient depth to be an effective advocate.

### **Core Skills & Experience**

#### Experience

1. Experience in formulating or influencing public policy.
2. Experience of working in an administrative and support role including setting up and managing administrative systems and databases, for example to coordinate campaigns.
3. Analysis and reporting of economic, social or research data.
4. Experience in using the media effectively and an understanding of how it works.
5. Experience of maintaining good working relationships with contacts in organisations other than your own and ability to manage networks of organisations and individuals.

#### Skills, ability and knowledge

6. A strong understanding of how government and parliament work.
7. Ability to analyse and interpret data including quantitative and qualitative data and social and economic trends.
8. Ability to write with clarity, brevity and impact for audiences ranging from members of the public to government advisors.
9. Ability to lobby and engage in effective public campaigning. An understanding of how to generate public interest and participation in campaigns.
10. Ability to manage partnerships through effective processes including database management, successful joint working and the sharing of plans.
11. Ability to manage multiple and conflicting priorities, manage projects effectively and identify and act on priorities.
12. Ability to identify new and creative solutions to problems.
13. Good computer skills including word processing and basic database management. Knowledge of electronic media, and ability to use the Internet effectively for research and campaigning purposes.
14. Excellent written and verbal communication skills and ability to communicate complicated messages authoritatively and clearly, to different audiences.
15. Ability to receive visitors and callers in a confident and helpful manner.
16. Ability to acquire relevant knowledge within a short timescale.
17. Enthusiasm for, and commitment to, the aims and objectives of ASH.