

# Central YMCA Job Description

## Policy and Public Affairs Manager

**Responsible to:** Director of Policy and Public Affairs

**Responsible for:** No line management responsibility

**Job Purpose:** To implement the advocacy strategy for the charity and put in place systems and processes to support and sustain the effective delivery of the advocacy function.

### Organisational Context

Central YMCA comprises five component operations: Central YMCA Club, Central YMCA Qualifications, One KX and Y Touring Theatre Company operate directly through the Charity and YMCA Fitness Industry Training (YMCAfit) operates through a subsidiary charity, London Central YMCA Ltd. These operations all operate as separate business units with their own specific markets and beneficiary target groups, but also work collaboratively to fulfil the charity's vision; '*Central YMCA aspires to be the Activity for Health charity. We want to see a world in which all individuals have the opportunity to live healthy lives in mind, body and spirit*'; and mission: '*We seek change in health attitudes and behaviour through advocacy, education and direct delivery*'. Central YMCA uses a facilitative and community-development approach to its work, and primarily operates within the sport, health, fitness, education (formal and informal) and creative arts sectors. The particular policy focus of the Charity's 2008-13 business strategy centres around using activity for health to address: obesity, mental health and wellbeing and health inequalities.

Advocacy is a new function for Central YMCA, building on the considerable amount of existing influencing activities carried out particularly by senior staff within the charity. The Policy & Public Affairs Manager will be expected to play a central role in shaping this function through implementation of the advocacy strategy currently being developed. Key to this is the development of an appropriate infrastructure to enable the charity to fulfil its strategic objective "to champion the benefits of health-based activity", working across the operations to ensure buy-in and involvement, and to ensure advocacy continues to respond to the needs of the operations. As such the post holder will be required to be both internally- and externally-facing in order to establish the necessary internal systems to underpin the advocacy function and to simultaneously develop the Charity's ability to influence external stakeholders.

The London Olympics/Paralympics 2012 in particular represents an exciting opportunity for Central YMCA's advocacy work to make an impact.

### Scope and Limits of Authority

- Discretion to be proactive within the framework of the Advocacy strategy
- Manage the Advocacy budget within the agreed annual plan for the Advocacy function
- Authority to sign invoices up to £1,000
- Authority to represent the Charity as agreed with the Director, within the framework on the Advocacy strategy and agreed messages

### Main Duties and Responsibilities

#### Strategic

- Responsible for implementing the Advocacy Strategy
- Work with the Director of Policy and Public Affairs to fine-tune and develop the Advocacy strategy long-term

### **Internal focus**

- To develop and implement internal systems and processes (including intelligence gathering and monitoring & evaluation systems) to underpin the advocacy function.
- To develop good working relationships with key staff, making the case for advocacy to internal stakeholders and developing and enhancing others' understanding of what advocacy is and what it can potentially achieve.
- To produce and execute project plans and budgets to support advocacy initiatives in the priority areas of Obesity, Mental Health and Wellbeing and Health Inequalities.
- To ensure advocacy initiatives are supported by a solid evidence base, both internal and external
- To provide expertise and advice on advocacy to Central YMCA staff.

### **External Focus**

- Working with the Director, and senior colleagues as appropriate, to lobby the Greater London Authority (GLA), government departments and other stakeholders to adopt policies and practices which contribute to improving public health in the priority areas of Obesity, Mental Health and Wellbeing and Health Inequalities.
- To develop and maintain a network of contacts in regional (London) and national (Westminster) government and across the health and fitness sector.
- To be the primary contact with the Fitness Industry Association research team, currently contracted by Central YMCA to deliver a range of relevant research information
- To produce policy briefings, reports, websites and other written material to support the advocacy function.
- To foster strategic alliances with appropriate partners where such an approach increases the potential for impact.
- To contribute to external committees, conferences, seminars and networks as required.
- To utilise e-campaigning techniques and other new technologies as appropriate.
- To act as a media spokesperson for Central YMCA as required.

### **General**

- To produce written progress reports for CMT and/or the Board of Trustees as directed.
- To undertake other activities as directed by the Director of Policy & Public Affairs.
- Ensure Health and Safety is maintained at all times. To advise Health and Safety Representatives of potential risk areas.
- Keep your Line Manager advised of all developments and problems in your areas of responsibility.

### **Self Development**

- Conduct continual review of personal performance to seek to improve effectiveness both individually and as a team member.
- To aid in the identification of personal training and development needs in relation to your responsibilities as the Policy and Public Affairs Manager and to ensure that these are fulfilled in line with the Advocacy strategy and business plan.
- Keep up to date with developments in the field by reading, attending seminars, conferences and seeking out other related self development opportunities.

This job description is issued as a guideline to assist you in your duties and we would be pleased to discuss any constructive comments you may have. Because of the evolving nature and changing demands of the Charity and its Operations, this job description may be subject to change. You may, on occasions, be required to undertake additional or other duties within the context of this job description, and according to the needs of the Charity.

# Policy & Public Affairs Manager

## Person Specification

We seek candidates who can demonstrate the following competencies to a high level and want to use these to the full in their work. This is more important than having any direct previous experience of the job content. If you are short listed, we will be looking for evidence of all of the key competencies during the selection process.

<ul style="list-style-type: none"> <li>▪ Organisational awareness and strategic thinking</li> <li>▪ Management of projects, finances and other resources</li> <li>▪ Customer focus and managing diversity</li> <li>▪ External awareness and managing external relationships</li> <li>▪ Communication</li> </ul>	<ul style="list-style-type: none"> <li>▪ Managing self and relationships with others</li> <li>▪ Team working and co-operation</li> <li>▪ Negotiating and influencing</li> <li>▪ Personal effectiveness</li> <li>▪ Analytical thinking and judgement</li> <li>▪ Creativity and innovation</li> </ul>
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Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the CV covering letter to demonstrate your capabilities in relation to each of the criteria listed in sections one and two (addressing each point in order). You must address all of the essential (E) criteria and where possible those denoted as desirable (D) criteria.

### 1. Qualifications and Previous Experience

- 1.1 Educated to degree level or equivalent experience demonstrating intellectual & analytical ability & research skills (E)
- 1.2 Significant and proven experience of using a range of advocacy techniques, including lobbying, to influence and secure changes in policy and practice (E)
- 1.3 Writing clear and concise policies and policy briefs for internal and external agencies (E)
- 1.4 Demonstrable evidence of successfully building and using networks and relationships to achieve specific outcomes (E)
- 1.5 Writing and delivering effective operational roll out plans (E)
- 1.6 Demonstrable experience of using evidence to construct a logical and persuasive argument and negotiate successful outcomes for clients and services, including influencing senior staff, influential decision makers and opinion formers (E)
- 1.7 Demonstrable experience of project and budget management (E)
- 1.8 Experience of managing complex and multiple workloads (E)
- 1.9 Experience of successful impact through media relations & campaigning – including e-campaigning – which have made a significant difference and changed behaviour (D)
- 1.10 Experience of using monitoring and evaluation techniques to assess impact (D)
- 1.11 Experience of organising and managing successful events (D)

### 2. Special Knowledge and Job Requirements

- 2.1 Understanding of how to work in collaboration with other organisations (E)
- 2.2 Understanding of the systems and processes required to support an advocacy function (E)
- 2.3 Knowledge of the essential relationships, networks and partnerships required to develop, influence and lead health and fitness policy (E)
- 2.4 Knowledge of health and fitness policy especially in the priority areas of Obesity, Mental Health and Wellbeing and Health Inequalities (D)

### 3. Other requirements:

- 3.1 Good public speaking and presentation skills (E)
- 3.2 Ability to work as part of a team and independently (E)
- 3.3 Ability to use common IT packages including Microsoft Office, Explorer and Outlook (E)