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PSNC Public Affairs and Policy Manager

1 Scope of Role

The Pharmaceutical Services Negotiating Committee (PSNC) represents the 11,400 NHS community (high-street) pharmacies in England. The sector has been at the heart of the NHS response to the COVID-19 pandemic and is undergoing an exciting transition into a more clinical services-led role: offering COVID tests and vaccinations, helping people with minor conditions, and seeking a bigger role in public health and prevention. PSNC is at the forefront of that change, negotiating pharmacy's contract with the NHS and Government, and providing leadership, representation and support for pharmacies.

We are looking for a Public Affairs and Policy Manager to lead an advocacy programme and join our small, busy team. The post-holder will be tasked with:

- Writing and implementing a plan to build support for community pharmacies across Parliament and Whitehall;
- Identifying and engaging with key advocates for the sector;
- Influencing policy-makers in line with PSNC's ambitions for the sector;
- Acting as a champion and spokesperson for the sector, persuading external stakeholders of pharmacies' potential and value; and
- Working collaboratively across the sector to ensure that community pharmacy is presenting a unified and constructive voice to the NHS and Government.

The ideal candidate will already have a great contacts-book across Westminster and Whitehall, as well as a proven track-record in delivering integrated public affairs campaigns that have successfully influenced policy. We are looking for someone to bring a fresh pair of eyes to our public affairs strategy, dealing with senior internal stakeholders and then turning policy objectives and ideas into practical workplans which you can deliver. An assured self-starter, you'll be excited to roll your sleeves up as part of small and busy team working within a complex matrix of sector stakeholders. You'll need some experience of policy development and will be highly competent at drafting persuasive briefings for MPs and other audiences, as well as acting as an external spokesperson. You'll also have experience of using a range of tactics including lobbying via an APPG and hosting events.

This is a one-year contract initially, reflecting the fact that PSNC is also entering an exciting period of change, and likely expansion, following an independent review. The post-holder will have the opportunity to shape this new and more senior role over the next 12 months, with the possibility of extension at the end of that period.

To apply or enquire, please send a CV and covering letter to shine.brownsell@psnc.org.uk by **COP Monday 2nd August 2021**.

2 Job Specification

Key responsibility: To build support for PSNC and community pharmacy in Parliament and across the wider health and social care system, in line with PSNC's policy objectives.

Reports to: Director of Communications and Public Affairs

Summary of role and job purpose: PSNC's role requires it to communicate effectively with and influence a range of different stakeholders including NHS organisations, Parliamentarians, patient representatives and others with an interest or role in the health and care sector. This requires public affairs work, including stakeholder mapping, provision of written and face-to-face briefings to build a network of advocates, lobbying activities and strategic planning. PSNC also provides resources and guidance to help Local Pharmaceutical Committees (LPCs) and pharmacy teams to lobby effectively at a local level.

The postholder will work closely with the Director of Communications and Public Affairs to carry out a range of functions including writing workplans, drafting briefings, working with MPs and their offices, monitoring Parliament, identifying opportunities for lobbying and helping LPCs to support PSNC's public affairs strategies. Monitoring the success of PSNC's public affairs activities, developing good relationships with MP researchers and LPCs, and working to identify advocacy targets for PSNC will also be central to this role.

Specific duties and responsibilities:

Strategy and Planning

- Develop expertise in community pharmacy policy and work with internal stakeholders to prioritise PSNC's policy objectives.
- Identify key policy-makers and potential advocates for the sector, and advise on the best tactics to use to influence these people in line with PSNC's ambitions.
- Write a new public affairs strategy to build further support for community pharmacies and for PSNC's policies across Parliament and Whitehall.
- Turn this strategy into a workplan which you will then implement, working with other pharmacy organisations and Local Pharmaceutical Committees (LPCs).

Parliamentary Lobbying

- Drive an innovative Parliamentary engagement programme including production and dissemination of written and digital briefings and hosting of briefing events.
- Monitor the legislative agenda and draft consultation and policy inputs for PSNC, including in response to independent reviews and parliamentary committees.
- Produce summaries of Parliamentary activity for senior stakeholders, using these to identify opportunities to promote pharmacy.
- Oversee PSNC's input into the Pharmacy APPG, including Chairing the group of co-sponsors from other pharmacy organisations.

Influencing other stakeholders

- Manage PSNC's stakeholder map, and monitor the health and care landscape to identify new and potentially influential stakeholders for PSNC.

- Act as a champion and spokesperson for the sector, persuading external stakeholders of pharmacies' potential and value.
- Draft high quality written and digital briefings for a range of audiences, and look for other opportunities to communicate with targets e.g. through the media.
- Manage PSNC's social media channels for MPs and other stakeholders.

Pharmacy Relationship Management

- Work collaboratively across the sector to ensure that pharmacy is presenting a unified and constructive voice to the NHS and Government.
- Build strong working relationships with other pharmacy organisations and chair weekly sector public affairs meetings.
- Ensure LPCs and pharmacies are equipped to influence politicians and other local stakeholders effectively through the production of resources and toolkits.
- Advise LPCs and pharmacies on upcoming meetings with politicians and on lobbying.
- Liaising with the pharmacy and other media where necessary.

General

- Adopt best practice in the delivery of all public affairs, stakeholder and relationship management work.
- Advise the Directors and Chief Executive on relationships with senior stakeholders including the Secretary of State and NHS England and NHS Improvement (NHSE&I) Board.
- Produce monthly written KPI reports and contribute to weekly team meetings.
- Draft content for PSNC's website and publications, including maintenance of the public affairs pages of PSNC's website.

3 Postholder Requirements

Our ideal candidate will have already proven their abilities in public affairs and stakeholder engagement and will be excited about trying to influence healthcare policy. They will already have a great contacts-book and will be highly competent at drafting persuasive briefings, as well as acting as a convincing spokesperson able to command attention at a senior level. As well as being willing to roll their sleeves up and deliver day to day, they will have an eye to the bigger picture and be able to write impactful strategies and workplans.

Education/Qualifications

- Degree in relevant field (politics, public affairs, communications or journalism); or
- Vocational experience of equivalence.

Experience

We are keen to hear from applicants with a range of experience as follows:

- Minimum of two years spent working in related field, preferably with proven success in implementing public affairs and stakeholder engagement tactics.
- Excellent interpersonal skills with demonstrative experience of working with stakeholders to build and communicate a consensus view and develop advocates.

- Working knowledge of Westminster and Whitehall, and preferably demonstrative experience working within them.
- Proven success in understanding policy development and turning complex policy areas into impactful briefings.
- Proven success at working to deadlines and under pressure.
- Experience with social media tools and running online events, and preferably demonstrative experience of acting as a spokesperson.
- A network of Parliamentary and other healthcare contacts.

Skills and abilities

- Excellent working knowledge and understanding of UK politics and Parliamentary procedures, including how to monitor Parliamentary activity and forward business.
- Good understanding of public affairs tactics and best practice.
- Highly developed writing and interpersonal skills, and the ability to develop good working relationships with a range of stakeholders and to track contact programmes.
- The ability to understand and produce briefing documents on a complex policy area.
- Collaborative team-player who is flexible to changing objectives.
- Enthusiasm for the health and pharmacy sector.
- A good working knowledge of Microsoft Word, Excel and PowerPoint packages, as well as digital communications tools including Twitter.

4 Role Details

Job title: Public Affairs and Policy Manager

Salary: up to £48k (dependent on experience)

Role type: full time (with possibility of some flexible working)

Contract: 12-month term (with possibility of extension dependent on organisational change programme)

Location: Hybrid working (remote/central London)

Reports to: Director of Communications and Public Affairs

5 Applications

To apply for this role please send a CV and covering letter to shine.brownsell@psnc.org.uk by **COP Monday 2nd August 2021**. Interviews and a written test will take place online on 4/5/6 August.