

## Policy and Advocacy Manager – Alcohol Health Alliance

### Job description

80 people are dying every day from alcohol across the UK – and the UK Government is not doing enough to stop this. Join our small but mighty team to help drive change and improve the lives of people affected by alcohol.

We are looking for a Policy and Advocacy Manager to lead our campaigns across a range of topics and get the UK Government to take action on alcohol harm. Our work has never been more urgent: the Covid-19 pandemic has caused more high risk drinking, greater health inequalities, and increased the pressures on families affected by alcohol. Alcohol deaths rose to record levels during 2020.

The Alcohol Health Alliance UK is a partnership of over 55 organisations, working together to reduce alcohol harm. We are one of the largest public health alliances, with members including charities, medical royal colleges and treatment services. In this role, you will be based at the Institute of Alcohol Studies (IAS) in Westminster and reporting to the IAS Head of Policy.

**Post title:** Policy and Advocacy Manager

**Contract:** 12 months fixed term, full time

**Location:** Alliance House, 12 Caxton Street, London, SW1H 0QS\*

**Reports to:** IAS Head of Policy

**Salary:** £35,000 per year + generous defined contribution pension

**Holiday Entitlement:** 25 days

*\*remote working may still be in place when post holder joins*

### Purpose of Role

You will be leading on campaigning and policy activities for the Alcohol Health Alliance. You will identify opportunities to influence policy development and legislation, get Parliamentarians and other stakeholders to take action in support of our campaign priorities, and engage our supporters and AHA members to generate even greater impact.

It is an exciting and varied role that cuts across public affairs, campaigns and policy work. You will be working on a range of alcohol harm related policy areas, including some of the biggest social and political issues of the day such as addiction, health inequalities, marketing, domestic abuse, homelessness, and the influence of business in setting government policy.

### Core duties

- Drive the AHA's public affairs activities and raise the AHA's profile in Parliament by:
  - o Building and managing effective relationships with the Government, Parliamentarians, policymakers and other stakeholders
  - o Maximising opportunities to influence parliamentary debates, legislation, consultations and select committees
  - o Overseeing the organisation of Parliamentary events and the AHA's presence at party conferences
- Translate complex research and policy analysis into campaign messages and produce policy documents, briefing notes and research reports

- Shape and deliver the AHA's public campaigning strategy, including:
  - o Growing and maintaining the AHA's online supporter base through regular engaging communications
  - o Developing and expanding the AHA's digital campaigns programme using a range of techniques and tactics
- Continuously evaluate and monitor the effectiveness of the AHA's public affairs, policy and campaigns work
- Work closely with the AHA Comms Manager, AHA Chair, chair of the AHA Comms and Advocacy Group and AHA members to develop campaigning priorities and approaches
- Represent the AHA at external meetings as required
- Be the first point of contact for AHA policy and campaigns enquiries

### Person specification

You will be proactive and self-motivated, able to balance priorities in a fast-paced environment.

Essential requirements for this role are:

- Experience of planning and delivering successful campaigns, public affairs and policy activities to achieve positive change
- Experience of writing briefings and reports for a political audience
- Experience of mobilising the public to bring about political change, including drafting engaging communications for supporters and developing a range of digital campaigning techniques
- Experience of stakeholder management, coordinating member organisations in a coalition and working in partnership with other charities
- Excellent knowledge of Westminster, Whitehall and parliamentary procedures
- Outstanding communications skills, both written and oral, with the ability to translate complex research, statistics and data into engaging copy for a range of audiences
- Excellent interpersonal skills and ability to develop positive working relationships with senior colleagues and stakeholders

Desirable, but not essential, requirements for this role are:

- An understanding of alcohol and/or public health policy
- Experience in growing an online supporter base

### How to apply

Apply by sending us your CV and a covering letter outlining why you want to work with us and why you would excel in the role given the role description.

Deadline for applications is **21 June 2021**.

Interviews will be held on Wednesday 7 and Thursday 8 July 2021. Successful candidates will be invited to a second interview on Wednesday 14 and Thursday 15 July.

No agencies & no calls, please.