JOB DESCRIPTION

Post Title: Public Affairs and Policy Manager
Department: Campaigns, Policy & Research (CPR) Department
Responsible to: Head of Campaigns, Policy & Research
Supervisory responsibility: Line manage Policy Advisor, work with two Campaigns/Policy/Research Assistants
Date of Issue: February 2023
Salary £34,834 - £39,186

Main Purpose of Job:

The Policy and Public Affairs Manager will drive TVS public affairs and policy work, raising awareness of the benefits of veganism within the political landscape and address key policy areas for The Vegan Society such as food, environment, rights of humans and other animals, education and health. The post-holder will be responsible for identifying and leveraging opportunities to influence the UK and EU parliament, central and local governments and devolved administrations on key TVS issues, as well as growing a strong base of MP advocates and other stakeholders through a strategic engagement programme, developing and leading workstreams to speak to political priorities and to engage relevant groups. Core elements of the role would be managing the Policy Advisor, project management of policy-focused campaigns and activity, bringing timelines to fruition and achieving KPIs.

This role will line manage the Policy Advisor and oversee the work of two Campaigns/Policy Assistants, as well as leading policy activity and engagement within the wider CPR Department.

Duties and Responsibilities:

Political campaigning

1. Developing and delivering innovative and effective political campaigning work across a range of issues that support TVS strategy, including concerning public sector institutions, food labelling, agricultural policy and sustainability
2. Leading and developing the policy team, identifying opportunities to raise TVS concerns in UK and EU parliament, local government and devolved administrations, and highlighting opportunities to engage and influence parliamentarians and ministers on our key issues
3. Working with the Policy Advisor and Campaigns and Policy Assistant to develop informed policy positions on relevant issues, informed by TVS research capacity
4. Contributing to and overseeing the development of materials including policy briefings, consultation responses, engagement letters, invites, op-eds, articles and blogs
5. Communicating The Vegan Society’s policy work including writing for publications, giving presentations and attending events
6. Maintaining programme schedules, reporting on project status, monitoring KPIs and providing progress reports for senior management
7. Working closely with the campaigns team to ensure that all campaigns have policy in support and help to drive system change
8. Working closely with the Communications team to plan online, social and media coverage in support of our policy objectives
9. Supporting the Head of CPR in addressing strategic objectives through policy and public affairs activity and updating the CPR strategy.
10. Working with the Head of CPR to continually improve processes including monitoring and evaluation
11. Producing and monitoring project budgets for policy work

Networking and influencing
1. Devising public affairs strategies to raise the profile of TVS and our policy asks
2. Creating and driving a strategic political stakeholder engagement programme
3. Managing and strengthening relationships with external partners, including with other environmental and animal rights NGOs, as well as political stakeholders through networking activity
4. Creating a programme of innovative and topical meetings of the All Party Parliamentary Group on Vegetarianism and Veganism, growing the group and using it as a force for expanding knowledge of vegan issues within Parliament
5. Working within the Plant-Based Food Alliance to grow the prominence of vegan issues within Parliament and building alliances with other similar groups
6. Creating a programme of activity for UK Party Conferences, international conferences such as COP and global organisations such as the UN
7. Mapping the global campaigns landscape, facilitating international campaigns and policy work and positioning TVS as a global player in this area
8. Supporting the Head of CPR in identifying and developing partnerships with other relevant organisations to participate in similar joint national and international campaigns

Line management
1. Line management of the Policy Advisor, conducting 1-1s, objective setting, performance reviews etc.

Evaluation
1. In consultation with the Head of CPR develop an evaluation strategy for measuring the impact of policy work and campaigns
2. Provide monthly progress reports to the Head of CPR

Other Duties
1. Provide absence cover for CPR colleagues
2. General office duties, including dealing with own correspondence and filing
General:

The following duties are ones which all staff are required to perform:

- Observe health and safety procedures and work safely at all times
- Contributing to wider organisational development and communications
- To be responsible for your own continuing self-development, undertaking training as appropriate to the working environment and location, and developments in your role
- Undertake any other duties as required by your manager in order to meet the changing needs and demands of The Vegan Society
- Positively and actively promote The Vegan Society and its values
- Conduct yourself with professionalism, tact and diplomacy at all times as a representative of The Vegan Society

This job description is provided to assist the post holder to know their principal duties. It may be amended in consultation with the holder without change to the level of responsibility or remuneration appropriate to the post. The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

Data Protection

During the course of your employment, The Vegan Society is required to tell you about the personal data that we collect about you and what we do with that information, including how we use, store, transfer and secure your personal data. You shall at all times comply with all relevant data protection legislation and all obligations imposed on you under The Vegan Society’s data protection policy and privacy notice from time to time in force.

It is a condition of your employment that, as far as is possible and practicable, you adhere to a vegan diet and lifestyle.

PERSON SPECIFICATION

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<tr>
<th>ATTRIBUTES</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
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<tr>
<td>Qualifications</td>
<td>Educated to Bachelor’s degree level in a relevant discipline</td>
<td>Relevant Postgraduate qualification</td>
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<td>Skills &amp; Experience</td>
<td>Demonstrable ability to drive policy change Experience working on policy at a national (UK or other country), EU or multilateral level, for example in government, civil service, public affairs agency, lobbying organization, political party, local authority, NGO with a political interest, or another relevant institution. Excellent people and communication skills – the ability to influence, network, build alliances and work well in a team, including internally with colleagues, the Senior Management Team and</td>
<td>Line management experience Experience working internationally or within the EU political landscape. Additional languages to English</td>
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| Trustee | Excellent project management skills  
Proven ability to formulate strategic plans  
Experience of writing different types of copy for magazines, newsletters, websites etc  
Excellent written English (including grammar, spelling, creative writing)  
Creative thinker  
Computer literate with strong MS Office skills, including the ability to analyze and interpret data  
Ability to manage multiple priorities and work to deadlines  
Work successfully to targets, delivering objectives and desired outcomes |
|---|---|
| Knowledge | Strong knowledge of the UK and EU political landscape, key players and opportunities to influence  
Understanding of available communication channels and their benefits and drawbacks  
Basic knowledge of vegan nutrition and health  
Understanding of corporate identity and branding issues |
| Personal Qualities & Competencies | Calmness under pressure, able to manage multiple projects  
Proactive, professional and responsible approach  
Confident and friendly manner  
Discreet and confidential  
Articulate and assertive  
Efficient, organised, reliable and effective  
Approachable and adaptable, team player  
Willingness and ability to undertake appropriate training and development as required  
Flexible to travel within the UK with advance agreement  
Adhere to a vegan diet for the duration of employment |

Understanding of working in/with NGOs or small charitable organisations  
Knowledge of sustainability and farming issues

Received by:

Name: ........................................

Signature: ....................................  Date: ....................................