



the
**POVERTY
ALLIANCE**

WORKING TOGETHER TO COMBAT POVERTY

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Post	Policy and Campaigns Manager
Salary	£39,015-£41,699 per annum plus 6% pension (pay award pending)
Duration	Permanent
Hours	35 hours per week
Location	Glasgow – hybrid working arrangements
Line Manager	The Director

JOB PURPOSE

To lead the development, and oversee the implementation, of the Poverty Alliance's policy and campaign positions, and communications activity, across a range of social policy areas. This will include leading our engagement with key stakeholders in national (Scottish & UK) and local government as well as the development of new policy and practice change projects that contribute to the delivery of strategic objectives and organisational sustainability.

JOB BACKGROUND

The Poverty Alliance is the national anti-poverty network in Scotland, with membership including representatives from the community and voluntary sectors, trade unions, faith groups, statutory bodies and others. The Scottish Government, local authorities and charitable trusts financially support us to carry out our work, alongside our members.

Established in 1992, the Poverty Alliance has a long track record in working with individuals and communities affected by poverty to campaign and influence key policy decisions in Scotland. Our work is grounded in the experiences and perspectives of people on low incomes across Scotland, as well as the organisations working on the frontline against poverty.

The Policy and Campaigns Manager will play a leading role in continuing to develop our network's ability to influence key policy areas and to lobby for the changes we need to end poverty in Scotland. The role complements our existing activity on networking, community engagement, research and practice change where we seek to engage with grassroots organisations and individuals experiencing poverty, and

as such the role will work closely with teams across the organisation as well as with organisations across our network.

The Policy and Campaigns Manager will build on the progress that has been made in recent years in relation to our policy priorities. Over the last five years we have contributed to significant change and development in areas including in-work poverty, Scottish social security policy, child poverty legislation, food insecurity and participation. We have played a central role in supporting coalitions such as End Child Poverty and the Scottish Campaign on the Right to Social Security, as well as developing and leading public attitude campaigns such as *Stick Your Labels* and our *Challenge Poverty Week*, as well as issue-specific campaigns like *Everyone Aboard* and *Scrap the Cap*.

A critical aspect of the role is ensuring that we have a policy and campaigns team that is adequately resourced to have an impact on decisions in Scotland and that can effectively involve and reflect the priorities of our members. Experience and knowledge of the funding environment that voluntary organisations in Scotland operate will be critical.

This Policy and Campaigns Manager role will be critical in ensuring that the Alliance continues play an influential role the development of social justice policy at local and national levels in Scotland, particularly at a time when the unprecedented rising cost of living threatens to push people across the country into poverty.

JOB DESCRIPTION

Key Responsibilities are:

- 1. Implementation of relevant areas of the Poverty Alliance strategic plan including:**
 - 1.1. Supporting the development and implementation of policy and campaigns projects and initiatives
 - 1.2. Building and maintaining relationships with stakeholders in key policy areas
 - 1.3. Representing the Poverty Alliance and its policy priorities in the media and across a range of events, networks and forums
- 2. People management**
- 3. Monitoring, reporting & organisational management**

Detailed responsibilities:

- 1. Implementation of relevant areas of the Poverty Alliance strategic plan including (75%):**
 - 1.1. Leading the development and implementation of policy and campaigns projects and initiatives
 - To oversee the development and delivery of the programme of work for the Poverty Alliance's policy and campaigns activity, in line with the strategic direction set by the Poverty Alliance Board and membership.

- To contribute to the strategic thinking on future policy and campaigning priorities for the Poverty Alliance.
- To ensure the continued development of key Poverty Alliance initiatives and projects including *Get Heard Scotland* and *Challenge Poverty Week*, and to develop new projects in relevant areas.
- To lead the implementation of communications projects and activities

1.2. Building and maintaining relationships with stakeholders in key policy areas

- To build and maintain relationships with senior stakeholders in key policy areas, including with politicians (MSPs, MPs, local councillors), senior government officials, local authority officials, to build support for Poverty Alliance policy positions.
- To maintain relationships with key individuals and organisations across civil society, including Poverty Alliance members, to ensure that our policy positions and campaigning goals are effectively coordinated.
- To lead on our engagement with key Scottish and UK civil society campaigns, and to delegate responsibilities wherever necessary for Poverty Alliance engagement and support of campaigns.

1.3. Representing the Poverty Alliance and its policy priorities in the media and across a range of events, networks and forums

- To provide authoritative comment to press and media outlets on key Poverty Alliance policy positions.
- To lead, with the Director and supported by the Communications Officer, the continued development of the Poverty Alliance's approach to strategic communications

2. People management (15%)

- Manage performance and development, through regular feedback, supervision, supporting learning and the performance development review process.
- To contribute to the recruitment and induction of new staff.
- Develop and maintain effective working relationships across the team, and organisation.

3. Monitoring, reporting & organisational management (5%)

- Analyse and evaluate performance, monitoring and reporting against objectives, outcomes and OKRs.
- To contribute to reporting to funders and to the monitoring of campaigns and policy budgets.

General

- To ensure compliance with the Poverty Alliance governance procedures, our values, policies and guidelines.
- Contribute to a positive working environment in which equality and diversity are valued and staff are enabled to do their best.
- To carry out other tasks and duties as required by the Policy and Campaigns Manager

PERSON SPECIFICATION

Essential Experience

- Significant experience in a policy/public affairs/campaigning environment operating at the national level.
- Significant experience of developing relationships and networks to influence social justice policy at the local or national level.
- A proven track record of success in leading and managing a team of comparable size and complexity, to deliver high quality results to deadlines.
- Experience of contributing to the development, communication and implementation of business plans.
- Proven planning and project management experience to control effective use of resources.
- Demonstrable experience of applying effective problem-solving techniques when the situation demands.
- Experience of financial and budgetary management.

Essential Knowledge and skills

- Excellent understanding of the poverty related social policy landscape (including but not limited to social security, employment, health inequalities, housing, public services, democratic participation) and its application in practice in Scotland.
- Excellent understanding of the processes, tactics and strategies associated with influencing public policy, particularly in a Scottish context.
- A sound understanding of Scottish civil society organisations including the voluntary and community sectors, trade unions, faith groups, etc.

- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences.
- Good analytical problem-solving skills.
- The ability to manage change effectively.
- Demonstrable commitment to collaborative team work.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- Excellent interpersonal skills, and able to influence/persuade a wide range of stakeholders.
- Excellent organisational and workload management skills.
- IT skills, in particular MS Teams, SharePoint, Zoom.

Desirable Criteria

- Experience of working alongside people with experience of poverty.
- Educated to Degree level, or equivalent, in appropriate discipline e.g. Social Sciences.