

JOB DESCRIPTION	
<b>Job title:</b> Head of Policy & Advocacy	<b>Accountable to:</b> Director, Communication & External Affairs
<b>Contract length:</b> Permanent	<b>Hours per week:</b> 37 <b>Weeks per year:</b> 52
<b>Salary:</b> c£65, 000 per annum	<b>Grade:</b> Individual Contract
<b>Service:</b> Communication & External Affairs	<b>Location:</b> 272 High Holborn, London WC1V 7EY
<p><b>UAL and public policy</b></p> <p>UAL thrives because the world needs creativity. Our six famous colleges, their staff and graduates are a significant part of the creative industries. We make a direct contribution as a civic university to our communities, wider society and the economy.</p> <p>As a leading university in our field, we aim to speak on behalf of the sector and take on the big issues facing higher education and the creative industries. We engage with public policy to achieve our research, knowledge exchange and place-making objectives, especially in relation to the Modern Industrial Strategy, and to address policy bias on creative education at international, national and regional levels.</p>	
<p><b>What is the purpose of the role?</b></p> <p>With agency support, you will develop and delivering a policy and public affairs strategy, closely supporting the President &amp; Vice-Chancellor and Director of Communication &amp; External Affairs.</p> <p>You will coordinate public policy development and engagement across UAL, our colleges and institutes. In doing so, you will work with experts throughout UAL who are already actively engaged with public policy, map stakeholder relationships and build partnerships with political stakeholders and decision-makers at local to international levels.</p>	
<p><b>Duties and responsibilities</b></p> <ol style="list-style-type: none"> <li>1. Research key issues and monitor policy trends that affect UAL, our initiatives, research and other priorities in creative education and related issues in the wider economy.</li> <li>2. Build understanding of our priorities among political bodies, policymakers and civil society, representing UAL's interests with politicians and policymakers at meetings and events.</li> <li>3. Initiate and influence policy development to deliver strategic outcomes for UAL's major initiatives with local, regional and national government.</li> <li>4. Work closely with senior colleagues across UAL to ensure local ownership of key issues and political relationships at every level, keeping track of this in a stakeholder database.</li> <li>5. Represent UAL's position on policy issues through meetings and public presentations to a wide range of audiences, internally and externally.</li> <li>6. Co-ordinate and write responses to consultations and calls for evidence, including national, London and local government, and Parliamentary Select Committees and APPG inquiries.</li> <li>7. Keep senior decision-makers and key committees informed of our priorities and policy objectives, including through position papers and briefings.</li> <li>8. Actively manage our outsourced public affairs support and coordinate participation in sector body initiatives as required.</li> <li>9. Deputise for the Director of CEA as required.</li> </ol>	
<p><b>Objectives over the next three years</b></p> <ol style="list-style-type: none"> <li>1. Develop a policy engagement plan for senior members of UAL, including the Chair, President &amp; Vice-Chancellor and members of Executive Board. Support through preparation and debriefing.</li> </ol>	

2. Design and deliver policy and public affairs aspects of the upcoming mid-term UAL strategy.

#### **Other conditions**

As a senior member of the University the following applies:

1. You are expected to work such hours as are reasonably necessary to fulfil the duties and responsibilities of the role.
2. You may be required to work such additional/different hours as may from time to time be necessary for the proper and efficient discharge of duties which may include evenings, Saturdays, Sundays and bank holidays.
3. You may be required to regularly travel to other sites and internationally as necessary.

#### **General**

1. Assume other reasonable duties consistent with your role, as determined by the Director of Communication & External Affairs, which may be assigned to you anywhere within UAL.
2. Undertake health and safety duties and responsibilities appropriate to the role.
3. Engage fully with the UAL anti-racism plans, in particular in the way they relate to policy and advocacy. Work in accordance with UAL's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
4. Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
5. Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
6. Conduct all financial matters associated with the role accordance to UAL's policies and procedures, as laid down in the Financial Regulations.
7. To personally contribute towards reducing UAL's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016-2022).

#### **Key working relationships**

- Senior representatives of UAL, including key governors and Executive Board members, especially the Chair, President & Vice-Chancellor, and Pro Vice-Chancellors
- The Communication & External Affairs department, and External & Internal Relations and Business & Innovation teams in each college, and the Directors of Academic Enterprise, Research, Knowledge Exchange and the UAL Awarding Body
- Local MPs, councillors, members of the London Assembly and the Mayor's team
- Policy institutes and research bodies including the Higher Education Policy Institute, Universities UK, Research England, Council for Higher Education in Art & Design, UKADIA

#### **Specific management responsibilities**

Budgets: operational budgets to be confirmed, subject to the requirements of the evolving public affairs strategy and plan. You will also coordinate budgets for sector body relationships.

PERSON SPECIFICATION	
Specialist Knowledge/Qualifications	Excellent understanding of the UK political system and public policy environment in related fields. Close interest in higher education and the creative economy.
Relevant Experience	<p>Experience in public policy campaigns and institutional strategy, probably gained in-house and ideally in higher education.</p> <p>Experience of supporting senior decision-makers, including generating high-quality reports and designing successful meetings</p>
Communication Skills	<p>Excellent influencer, with demonstrable ability to build a broad national and local network in related policy fields.</p> <p>Excellent writing and presentation skills.</p>
Leadership and Management	Experience of leadership and positive impact on regulatory/public policy opportunities and threats.
Professional Practice	Evidence of continuing professional development, ideally including membership of the CIPR
Planning and Managing Resources	Works with minimal supervision in a dynamic environment to deliver several projects simultaneously.
Teamwork	Delivers campaigns and projects collaboratively across the institution and through partners.
Creativity, Innovation and Problem Solving	Good strategist, having developed from scratch initiatives and campaigns that create measurable change.

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

Last reviewed: December 2020