



Role Profile

The Role			
Role Title:	Public Affairs Manager (Public Sector)	Reporting to (job):	Senior Public Affairs Manager
Legacy job titles covered by this role profile:	Senior Local Government Advisor, Senior Parliamentary Advisor (Local Government)	Jobs that typically report into this role:	0
Function / Org Unit	Advocacy and Policy	Job Number:	
Base and travel	This role will involve a mixture of home and office based working with some travel around England	Band (<i>to be assigned by Reward</i>)	LC
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	The job holder is an individual contributor, although they will work collaboratively with other individuals to achieve RSPCA goals.
Number of dotted line reports	0	Budget (Operating/Capital)	£500 spend and has a company credit card with a limit of £1000 per month.
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	<p>The job holder will develop an effective annual plan for the PawPrints award scheme.</p> <p>They can also identify which stakeholders are key to the work of the RSPCA (both policy and operational) and which meetings are the most valuable use of the RSPCA's time and/or are likely to improve animal welfare most effectively.</p> <p>The job holder is responsible for authorising spends up to £500 and has a company credit card with a limit of £1000 per month.</p>

			<p>The job holder is responsible for ensuring the reputation of the RSPCA amongst local public sector stakeholders is protected through meetings, events, briefings and reports.</p> <p>The job holder is responsible for ensuring any databases holding contact information about those working in the public sector are kept securely and up to date.</p> <p>The job holder is responsible for planning and implementing the RSPCA's PawPrints programme each year. The scheme is an engagement tool used to reward and promote good practice in animal welfare by public sector organisations. The job holder is responsible for managing the scheme and for protecting the public image of PawPrints.</p> <p>The job holder is responsible for ensuring the public sector section of the Political Animal Website is accurate, current and up to date.</p> <p>The job holder is responsible for their laptop and mobile phone.</p>
Working Environment	<p>The role is based at RSPCA HQ in Southwater, although there is flexibility to work from home. That said the nature of the job is such that it involves travel away from the office with some overnight stays as well as working at events, conferences, etc in the evening and at weekends. The job holder will be attending government and council buildings to attend meetings, conferences, etc with the associated risks and security of attending such establishments.</p> <p>The nature of the role means that the job holder will, from time to time, attend meetings or take telephone calls from confrontational members of the public and external stakeholders, for example politicians and officers (e.g. police officers, heads of service, dog wardens, etc). On occasion the job holder may need to provide support to other members of staff when dealing with difficult work situations or attend meetings with sensitive subject matter.</p>		
Role Purpose	<p>To promote, develop and manage the Society's relationship with local public sector (e.g. councils, police, etc) in England including devising policy and events that promote the work of the RSPCA, and developing and running</p>		

	<p>engagement activities, for example the PawPrints awards scheme, each year in conjunction with the Public Affairs Advisor - Wales.</p> <p>The jobholder will support the public affairs delivery of the RSPCA's strategy across England as well as advising and assisting the operational teams in England to improve working relationships at a local level.</p>
Principal Accountabilities	<p>Build a strong relationship between the RSPCA and the public sector at a local level, e.g. councils, housing providers, contingency planners, the police, fire and rescue and their representative bodies, through adoption of policies and protocols that promote animal welfare as well as other engagement activities and the public sector content on the Political Animal Website (PAW).</p> <p>Develop and implement effective policies, communications, training, regional fora and contact programmes that assist and support the RSPCA and its regional teams (including branches and inspectorate) in their work with local authorities (both officers and elected representatives) and other key public sector partners.</p> <p>Act as the RSPCA's main advisor and assist other departments and teams within the RSPCA with incoming communications from the public sector at a local level to ensure they are responded to at an acceptable level and consistently.</p> <p>Be the RSPCA's Specific Point of Contact (SPoC) for all elected and official members of the public sector in England as well as update all relevant contact databases concerning the public sector ensuring they are compliant with data protection rules.</p> <p>Coordinate specific local campaigns as well as monitor, analyse, advise and respond to changes in the public sector landscape that impact on the RSPCA.</p> <p>Responsible for developing and implementing engagement activities, for example the PawPrints award scheme, in conjunction with from the Public Affairs Advisor - Wales. This includes encouraging, promoting, following up, and marking entries from participants as well as identifying and promoting good practice in England.</p> <p>Develop partnerships and maintain contact with relevant national organisations, including but not limited to the Local Government Association (LGA), the Chartered Institute for Environmental Health (CIEH), Trading Standards Institute (TSI), Housemark, National Police Chiefs Council (NPCC), etc and promote RSPCA policies on animal welfare to improve standards.</p>

	<p>Represent the RSPCA at meetings with elected members and officers from the public sector especially where policy interpretation may be required and support senior management at meetings with Ministers, etc regarding issues specific to the public sector, e.g. stray dogs, pet shop licensing, dog breeding, contingency planning, etc.</p> <p>Responsible for managing discussions with representatives from the public sector reviewing the partnership approach to work with the RSPCA and to embed the RSPCA and animal welfare in the ethos of the public sector.</p>
Key Interfaces	<p>The job holder is expected to communicate effectively with all members of staff and volunteers (including trustees on occasion) as necessary. This can range from junior team members through to senior management and will largely be to advise on local public sector matters, input to campaign/strategy objectives or assist with drafting briefings, reports, etc. The job holder will also influence support for work streams from other teams within the organisation.</p> <p>The job holder is responsible for managing the RSPCA's relationship with the public sector and its representative bodies and therefore will communicate with them on a regular basis. This may be either written or in person and can be as a result of a request for information from an external body or securing a better working relationship between that organisation and the RSPCA at a local level. Additionally the job holder represents the position of the RSPCA at local meetings presenting both oral and written evidence.</p> <p>The job holder represents the RSPCA (along with technical support as necessary) on various working groups concerning the public sector. The post holder negotiates the position of the RSPCA with partners from other NGOs and organisations for example in the development of licensing guidance or how best to influence local government policies and procedures.</p> <p>The job holder will communicate the response of the Society to specific events in the local media in collaboration with the press office.</p>
The Person	
Personal Attributes and Key Competencies	<p>Excellent interpersonal and communications skills</p> <p>The ability to build strong working relationships</p> <p>Good level of IT skills - in particular working with google suite</p>

	<p>Attention to detail and ability to work to tight deadlines</p> <p>Be capable of operating independently with the ability to work under own initiative, prioritise work and be flexible in their approach</p> <p>A strategic thinker and effective networker and influencer, with a track record of developing, managing and delivering successful influencing campaigns.</p>
Essential Key Skills, Qualifications & Experience	<p>Degree or equivalent experience</p> <p>Solid understanding and working knowledge of public sector organisations and policy development</p> <p>Ability to deal sensitively with politicians from all political parties</p> <p>Ability to interpret policy and act impartially</p>
Desirable Key Skills Qualification & Experience	<p>Demonstrable experience of working in public policy, public affairs, public relations, or political work</p> <p>Previous experience in an animal welfare field</p> <p>Interest in animal welfare and/or current affairs issues</p>
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p>

	<p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation			
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>			
Profile written by:	Claire McParland	Role:	Senior Public Affairs Manager
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		Date:	15.04. 21
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		Date:	1/5/21
Date Job last evaluated:			