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# Senior Policy & Advocacy Officer (Health Equality)

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| **Job Level** | 4 | **Job reference No.** |  |
| **Role review** | March 2025 |
| **Directorate** | CEO’s Office | **Function** | Policy |
| **Service** | Policy and Advocacy | **Reports to** | Policy and Advocacy Manager (Health and Resilience) |

## Scale and scope of role

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| --- | --- | --- | --- |
| **Direct reports** | None | **Indirect reports** | None |
| **Budgetary responsibility / accountability** | Responsible for tracking and expenditure of project activity costs | **Accountability for other resources** | None |

Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes: connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives. We are part of the global Red Cross and Red Crescent humanitarian network.

Our values and principles

[Our values](http://www.redcross.org.uk/About-us/Who-we-are/Our-values) (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the International Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its [Fundamental Principles](http://www.redcross.org.uk/principles): humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic-self to the Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

About the team

The British Red Cross Policy, Research and Advocacy Team creates change to improve people’s lives. We identify problems and drive forward solutions by listening to people with lived experience and amplifying their voices, conducting new research, using evidence from our services and beyond, and working with others. We use these insights to develop recommendations and influence decision makers to change their policy, practice, and systems for the better. We are committed to alleviating human suffering through advocacy and using our fundamental principles of neutrality and impartiality to our strength. We are proud to be kind and empathetic, passionate about our causes, pragmatic, focused on impact and evidence driven.

Purpose of the role

The post-holder will lead British Red Cross policy development and advocacy to reduce health inequality in England and strengthen collaboration between the NHS and the voluntary and charity sector. This will include driving forward policy focused on reducing [frequent attendance at A&E](https://www.redcross.org.uk/about-us/what-we-do/we-speak-up-for-change/seen-and-heard) and improved access to [health care for people seeking asylum](https://www.redcross.org.uk/about-us/what-we-do/we-speak-up-for-change/delivering-with-dignity) in England. They will lead the organisation’s contribution to the [Health and Wellbeing Alliance](https://www.england.nhs.uk/hwalliance/) (HWA) including supporting implementation of the [NHS 10-Year Health Plan](https://www.england.nhs.uk/long-term-plan/).

This is a fixed term contract ending on 31 March 2026.

Key responsibilities

**Policy Development**

* + Develop policy positions and advocacy priorities to advance health equality through the NHS 10-Year Plan.
  + Ensure the experiences of the people we support through our services inform and are reflected throughout our policy and advocacy work.
  + Work with operational colleagues and develop working knowledge of our services to inform our policy and advocacy.
  + Maintain knowledge and understanding of relevant developments in research, policy and practice across the health sector, including policy recommendations by think tanks and charities.

**Managing our relationship with the HWA**

* + Represent the British Red Cross externally to the HWA and its members as a collaborative partner.
  + Pro-active attendance and participation in working days, meetings and on sub-groups.
  + Respond to requests for reactive work to inform policy, guidance or operations from statutory partners such as UKHSA.
  + Identify opportunities to connect other teams and departments at the British Red Cross to the HWA.
  + Lead on quarterly and annual reporting submissions and meetings.
  + Activity budget management.

**Communicating and advocacy**

* Design and deliver impactful advocacy strategies by working closely with the public affairs and media teams.
* Enable and facilitate, participation and engagement in our policy and advocacy work with people with lived experience of health inequality.
* Identify key contacts in government, national and international stakeholders, and ally organisations and develop and maintain effective relationships at the appropriate level, including with strategic coalitions.
* Produce written communications to the highest standards, suitable for external dissemination, such as the drafting of well-evidenced advocacy reports, opinion pieces, consultation responses, policy briefings and positions, and speeches.
* Provide expert advice across your brief to senior leaders and directors. Keep up to date on public policy and changes in the external environment, feeding back timely information to the organisation.
* The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

**Team Member**

* Actively participates in all team meetings
* Supports other team members
* Work and behaves in accordance with all British Red Cross policies and procedures
* Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society’s values (inclusive, compassionate, courageous and dynamic).

Pre engagement checks

Criminal Records

**Type of criminal record checks required for this role**

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| --- |
| England and Wales - Disclosure and Baring Service Check (DBS) |
| * None |
| Scotland |
| * None |
| Northern Ireland |
| * None |

Drivers Checks

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| --- |
| * Required No |

## Person Specification

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| --- | --- | --- | --- | --- | --- |
|  | | Requirement | Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A) | | |
| **Knowledge and Skills** | Essential | * Expert knowledge of how one or more social inequalities can affect health outcomes. * Demonstrable understanding of health sector policy/guidance making and of how to make change at the point of delivery. * Ability to translate complex policy ideas into a persuasive format for a public or political audience. * Proven and demonstrable verbal and written communication skills, for a variety of audiences. * Knowledge of best practice in engaging people with lived experience to guide policy and practice. * Ability to work as part of a team and build relationships with staff members, at all levels. * Ability to work on your own initiative. * Strong influencing and networking skills. * Computer literate, especially in Microsoft Office. | S  S  S  S  S  S  S  S  S | I  I  I  I  I  I  I | A  A  A  A  A |
| Desirable | * Knowledge of and/or demonstrable interest in the work of the British Red Cross and International Red Cross and Red Crescent Movement. * Lived experience of health inequality. | S  S | I |  |
| **Experience** | Essential | * Working directly with people with lived experience of an issue to inform health policy and/ or influencing strategies. * Developing public policy recommendations and solutions on addressing health inequalities. * Building impactful relationships with external stakeholders and decision-makers. * Designing and delivering advocacy, engagement and influencing strategies. * Representing an organisation to external stakeholders and partners. * Providing strategic and tactical advice, including to senior management * Using research and evidence to inform policy positions | S  S  S  S  S  S  S  S | I  I  I  I  I  I  I  I |  |
| Desirable | * Designing, conducting and/or commissioning research in the health sector * Local (ICS) level professional experience of the health sector * Budget management * Events organisation and delivery. | S  S  S  S | I  I  I  I |  |
| **Behaviours** | **Focussing on people living with health inequality**: Always asks ‘what does this mean for people with disadvantage?’:   * Puts people with disadvantage at the heart of what they do * Thinks from a ‘people affected by inequality’ perspective   **Working collaboratively:** Pro-actively builds collaborative relationships internally and externally:   * Takes the time to be curious, gets to know others and their perspective, formally and informally * Manages relationships and partnerships for the long term – sharing insights, building trust, constructively and openly tackling conflict in order to agree solutions * Helps others to understand the common ground   **Communicating and influencing:** Takes multiple steps to communicate and influence:   * Uses appropriate British Red Cross communication tools and channels to deliver multiple messages to a range of stakeholders, clearly and effectively * Influences others using compelling, well thought through arguments to build support and engagement * Provides explanations, raises awareness of issues and sends consistent messages in order to support progress   **Solution focussed:** Sees multiple connections:   * Defines the desired outcome by breaking the situation down into component parts * Identifies trends and questions inconsistencies in information/data * Anticipates obstacles, thinks ahead about next steps and contingencies * Uses a range of methods to identify solutions and make decisions, involving others where appropriate | |  | I  I  I  I |  |
| **Additional requirements** | Essential | * Ensures inclusive practice and promotes diversity. * Able to travel in and around London and other parts of England including some (infrequent) overnight stays when necessary. |  | I  I |  |

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.