Role profile: Policy and Public Affairs Manager

<table>
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<tr>
<th>Role title:</th>
<th>Responsible to:</th>
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<tbody>
<tr>
<td>Policy and Public Affairs Manager</td>
<td>Head of Policy and Public Affairs</td>
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**Team:**
Policy and Public Affairs

**Purpose of role:**
Support the Head of Policy and Public Affairs in the effective leadership and management of BVA’s Policy and Public Affairs activity.

Develop and maintain effective relationships with policymakers and key stakeholders to enhance the reputation and influence of the UK veterinary profession.

**Key responsibilities:**

- Support the Head of Policy and Public Affairs in the delivery of the Association’s overall public affairs strategy, devising and implementing issue specific campaigns, as required.
- Monitor political and public affairs activity across the four governments/parliaments/assemblies of the UK and take timely, appropriate action.
- Provide effective and timely public affairs support & advice to BVA Officers, branches, divisions and other internal stakeholders, including analysis and commentary and the identification of potential opportunities and threats.
- Research and draft parliamentary briefings, letters, consultation responses and other materials to support BVA's policy and public affairs work.
- Brief Officers/BVA spokespeople to support them in delivering lobbying activities, including ministerial and parliamentarian meetings and appearances before committees.
- Oversee, in close liaison with the Head of Policy and Public Affairs, a range of single-issue policy working groups.
- Research, build, and maintain relationships with key parliamentarians across the UK and manage the BVA programme of honorary members and associates.
- Play a key role in the delivery of BVA’s lobbying events (dinners, receptions, and briefings), maintain relevant invitation lists, source speakers, and prepare Officer and staff briefings.
- Identify opportunities and develop resources to engage members and volunteers in BVA lobbying activities, and draft communications to feedback lobbying activity and successes to the wider membership.
- Build strategic relationships with key stakeholders, both internal and external, to facilitate collaborative working on priority campaign areas.
- Undertake other duties as required by the Head of Policy and Public Affairs, including leading internal meetings and processes and representing BVA at external events.
People management:
- No direct line management responsibilities, but extensive liaison with BVA Officers and colleagues in the policy and public affairs, media, and marketing/events teams, including leading on specific projects
- Informal management and support of BVA volunteers undertaking policy and public affairs activities, such as Branch and division officers
- External liaison with stakeholders (including divisions, affiliates, and international organisations) and parliamentary and government contacts

Financial resources:
- Manage the budget allocation to deliver public affairs activities, including events
- Advise the Head of Policy and Public Affairs on budgetary requirements and support in the annual negotiations with service providers
- Process volunteer expenses for public affairs activities

Knowledge, skills, and expertise:
- Experience in a policy and public affairs, or broader communications, role campaigning for change
- Experience of developing policy, including research, analysis and strategic thinking
- Excellent political judgement and relationship management skills
- Excellent communication and interpersonal skills and ability to convey complex messages in a concise and effective manner to a non-specialist audience
- Efficient and effective project management skills
- Adept at using public affairs monitoring tools and contacts databases (desirable)
- Knowledge and understanding of UK parliamentary processes and procedures
- Understanding of UK media relations (desirable)
- Ability to work flexibly, under pressure and to short deadlines
- Ability to work as part of a team and establish collaborative relationships across the organisation
- Ability to work unsupervised

Other information:
Attendance at external BVA events, including occasional overnight stays within the UK, is required.

Last updated: December 2023