



Policy Manager

1 Scope of Role

Community Pharmacy England represents the 10,000+ NHS community (high-street) pharmacies in England. Community pharmacies are at the heart of primary care. They played a critical role during the COVID-19 pandemic and are now undergoing an exciting transition into a more clinical services-led role: including with the upcoming launch of the Government-backed Pharmacy First service. They are also seeking a bigger role in public health and prevention.

Community Pharmacy England is at the forefront of that change, negotiating pharmacy's contract with the NHS and Government, and providing leadership, representation and support for pharmacies. Policy development is an increasing focus and we work with a wide network of partners take this forward.

Last year we commissioned *A Vision for Community Pharmacy* which was published by Nuffield Trust and The King's Fund, and we also launched an extensive advocacy programme. We are looking for a part-time Policy Manager to join our small, busy team and help to take this work forwards.

The post-holder will work for 15 hours per week – with potential for additional hours in the future – and be tasked with:

- Writing policy briefings for a wide range of audiences, including MPs and officials, which are persuasive and effectively influence policymakers in line with pharmacy's ambitions;
- Advising on policies and positioning to enable community pharmacy to make the strongest case possible for further investment and development – at both a national level and across the new network of Integrated Care Systems;
- Identifying and engaging with key policy decision-makers for the sector, working closely with other members of our public affairs team and with local representatives;
- Identifying key policy developments which present opportunities and threats for community pharmacies and designing plans to make the most of or mitigate these; and

- Positioning Community Pharmacy England as a credible policy-making organisation, including advising on media statements and positions where relevant.

The ideal candidate will already have a great contacts-book across Whitehall and the wider policy environment, as well as a proven track-record in successfully influencing public policy. We are looking for someone to bring a fresh pair of eyes to our policy and advocacy work, and who is comfortable dealing with senior stakeholders and advising on policy objectives and devising plans to bring about policy change. An assured self-starter, you'll be excited to roll your sleeves up as part of a small and busy team working within a complex matrix of stakeholders. You'll be highly competent at drafting persuasive briefings for MPs and other audiences, as well as from time to time acting as an external spokesperson. An understanding of healthcare commissioning in England would be a great advantage.

This is a six-month contract initially, reflecting the fact that Community Pharmacy England is continuing to go through a period of change, and expansion, following an independent review. The post-holder will have the opportunity to shape this new role with the possibility of extension and increasing the number of hours worked in due course. Alternatively, there is also potential for this role to be offered a secondment.

For any informal enquiries please email zoe.long@cpe.org.uk. To apply, please send a CV and covering letter to zoe.long@cpe.org.uk by **COP Monday 5th February 2024, but please note that we may interview candidates before that deadline.**

2 Job Specification

Key purpose: To influence public policy for the benefit of community pharmacies in England.

Reports to: Director of Communications, Corporate and Public Affairs

Summary of role and job purpose: Community Pharmacy England's role requires it to influence a range of different stakeholders, setting policy objectives and devising plans to achieve these. The postholder will work closely with the Director of Communications, Corporate and Public Affairs and the Public Affairs and Policy Manager to carry out a range of functions including advising on policy objectives, drafting briefings, identifying opportunities to influence policy and



working with LPCs to support our policy and public affairs strategies. Advising on policy positions and writing persuasive policies and briefings will be a core part of the role.

Specific duties and responsibilities:

Policy Development

- Monitor healthcare policy and use this, as well as up to date pharmacy policy knowledge, to advise on Community Pharmacy England policy objectives.
- Identify key policy developments which present opportunities and threats for community pharmacies and design plans to make the most of or mitigate these.
- Advise on policies and positioning to enable community pharmacy to make the strongest case possible for further investment and development – at both a national level and across the new network of Integrated Care Systems.
- Advise on and contribute to a policy engagement programme working collaboratively with wider stakeholders to reach and leverage shared policy positions.

Writing

- Craft clear, credible policy options, objectives and cases for community pharmacy.
- Write high quality policy briefings in a range of formats (including Word, PowerPoint) for a wide range of audiences, including MPs and officials, which are persuasive and effectively influence policymakers in line with pharmacy's ambitions.
- Work with colleagues to draft consultation and policy inputs, including in response to independent reviews and relevant Parliamentary committees.
- Write wider pieces – such as thought leadership articles for press, or other audiences – to help promote and take forward community pharmacy policy positions and objectives and to embed Community Pharmacy England within the policy world.

Influencing Policy

- Identify and engage with key policy decision-makers for the sector, working closely with other members of our public affairs team, colleagues across Community Pharmacy England in all policy areas, and with local representatives.
- Develop strategies and workplans to help influence community pharmacy policy in line with our policy objectives.

- Position Community Pharmacy England as a credible policy-making organisation, including advising on media statements and positions where relevant.

General

- Adopt best practice in the delivery of all public affairs and policy work and act as a champion for community pharmacy.
- Work collaboratively with colleagues, including advising on policy matters.
- Contribute to written KPI reports, reports to the Committee and to team meetings.
- Draft content for our website and publications, social media channels and media.
- Work collaboratively across the sector, including with LPCs, and with other partners.

3 Postholder Requirements

Education/Qualifications

- Degree in relevant field (politics, public affairs, communications or journalism); or
- Vocational experience of equivalence.

Experience

We are keen to hear from applicants with a range of experience with the following all being advantageous:

- Minimum of two years spent working in a related field, preferably with proven success in influencing public policy, but we would also be interested to hear from candidates who have worked in writing, public affairs or other roles.
- Excellent interpersonal skills with demonstrative experience of working with stakeholders to build and communicate a consensus view and persuade advocates.
- Working knowledge of Whitehall and policy development, and preferably demonstrative experience working within them and a network of contacts.
- Proven success in turning complex policy areas into impactful and persuasive briefings.
- Proven success at working to deadlines and under pressure, and in collaborative working.
- Experience with social media tools and running online events, and of acting as a spokesperson.



Skills and abilities

- Excellent working knowledge and understanding of UK politics and policy, including how to monitor the policy environment.
- The ability to understand and produce impactful briefing documents on a complex policy area.
- Good understanding of public affairs tactics and best practice.
- Highly developed writing and interpersonal skills, and the ability to develop good working relationships with a range of stakeholders and to track contact programmes.
- Collaborative team-player who is flexible to changing objectives.
- Enthusiasm for the health and pharmacy sector.
- A good working knowledge of Microsoft Word, Excel and PowerPoint packages, as well as digital communications tools including twitter/X.

4 Role Details

Job title: Policy Manager

Salary: £21,000 (FTE £49,000) (dependent on experience)

Role type: part-time (with possibility of flexible and home working)

Contract: 6-month term (with likelihood of extension dependent on organisational change programme). We would be willing to consider offering this as a secondment position.

Location: Hybrid working (remote/central London)

Reports to: Director of Communications, Corporate and Public Affairs

5 Applications

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