



Community Pharmacy England Public Affairs Manager

Job Pack

1 Scope of Role

Community Pharmacy England represents the 10,400+ NHS community pharmacies in England. These pharmacies are at the heart of primary care, ensuring that millions of people receive vital prescription medicines safely and efficiently and offering healthcare advice and support to the public. In recent years pharmacies have delivered a range of public health and clinical services including vaccinations, Pharmacy First, and advice on using medicines. But the network of community pharmacies is under enormous pressure, with a £2billion funding gap combined with serious operational pressures.

Community Pharmacy England's focus is on securing a sustainable future for community pharmacies: negotiating the contractual framework with the NHS and Government, and providing leadership, representation and support for pharmacies. Strategic influencing is at the heart of this work and we deliver a wide public affairs work programme to support this. This will continue to be critical as community pharmacies battle sustained pressures, despite their excellent performance and ambitious aspirations for the future.

We are looking for a Public Affairs Manager to join our small, busy team and help to take this work forwards, initially on a maternity cover basis. This will be a varied role, covering the full breadth of public affairs and advocacy work and with responsibility for a busy events schedule.

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

This is a six to eight-month maternity cover contract initially (length dependent on start date – ends March 31st 2027). There is a possibility of extension – which may be part or full-time – from April 2027, dependent on wider organisational budgeting decisions.



For any informal enquiries please email shine.brownsell@cpe.org.uk

To apply, please send a CV and covering letter to shine.brownsell@cpe.org.uk by **COP Monday July 20th 2025, but please note that we may interview candidates before that deadline.**

2 Job Specification

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

Reports to: Director of Communications and Public Affairs

Summary of role and job purpose: Community Pharmacy England's role making the case for community pharmacy requires it to influence a range of different stakeholders including Government, NHS organisations (national and local), Parliamentarians, policy-makers, patient representatives and others with an interest or role in the health and care sector. We undertake a wide breadth of public affairs and influencing work including building advocates, lobbying and supporting Parliamentary activities, as well as refining policy objectives and devising strategic plans to achieve these. We also provide resources and guidance to help Local Pharmaceutical Committees (LPCs) and pharmacy teams to influence effectively at a local level.

The postholder will work closely with the Director of Communications and Public Affairs and a retained public affairs agency team to carry out the full range of public affairs functions including advising on strategies and tactics, writing persuasive briefings, hosting meetings, managing events, identifying opportunities to influence Government policy, and working with a wide network of collaborators. Experience working with and writing for the media would also be a great advantage, as would working knowledge of the healthcare system, particularly primary care.

Specific duties and responsibilities:

Parliamentary and Political Influencing

- Drive an innovative public affairs work programme to build further support for community pharmacies and for Community Pharmacy England's policies.

- Monitor healthcare and political policy to identify political opportunities and threats for community pharmacies and design workplans to make the most of or mitigate these.
- Work with colleagues to monitor the legislative agenda and draft consultation and policy inputs for Community Pharmacy England, including in response to independent reviews and parliamentary committees.
- Advise the Directors and Chief Executive on relationships with senior political stakeholders.

Wider Advocacy

- Advise on and contribute to an advocacy programme working collaboratively with wider stakeholders to reach and leverage shared policy positions.
- Identify and build relationships with key policy-makers and potential advocates for the sector, and advise on the best tactics to use to influence these people in line with Community Pharmacy England's ambitions.
- Act as a champion and spokesperson for the community pharmacy sector, persuading external stakeholders of pharmacies' potential and value.
- Draft high quality written and digital briefings for a range of audiences, and look for other opportunities to communicate with targets e.g. through the media.

Pharmacy Relationship Management

- Work collaboratively across the sector to ensure that pharmacy is presenting a unified and constructive voice to the NHS and Government.
- Oversee Community Pharmacy England input into the Pharmacy APPG, including Chairing the group of co-sponsors from other organisations.
- Ensure LPCs and pharmacies are equipped to influence politicians and other local stakeholders effectively through the production of resources and toolkits and ad hoc advice ahead of meetings.

General

- Adopt best practice in the delivery of all public affairs, stakeholder and relationship management work.
- Work collaboratively with colleagues and especially closely with our retained public affairs agency team.
- Manage public affairs projects and events, including engaging with colleagues, to assure delivery of key agreed public affairs outputs.

- Produce monthly written KPI reports, reports to the Committee and contribute to weekly team meetings.
- Draft content for Community Pharmacy England’s website and publications, including maintenance of the public affairs pages of the website.
- Work closely with the Head of Communications to coordinate communications activity around public affairs work, and contribute to Community Pharmacy England’s communications, social media and media work as appropriate.

3 Postholder Requirements

Our ideal candidate will have already proven their abilities in using a range of public affairs tactics to raise profile and help influence public policy. They will have a great Westminster contacts-book and be excited about trying to influence primary healthcare policy. They will be highly competent at drafting persuasive briefings and policies, as well as running events and meetings that command attention at a senior level. As well as being willing to roll their sleeves up and deliver day to day – whether that is coordinating project plans or updating stakeholder trackers – they will have an eye to the bigger picture and be able to advise on political and advocacy matters to help deliver Community Pharmacy England’s broader objectives.

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 related field, preferably with proven success in public affairs and influencing Government policies.
- Excellent interpersonal skills with demonstrative experience of successful advocacy and collaborative work.
- Proven success with running events and of acting as a spokesperson.
- Working knowledge of Whitehall and Parliament, and preferably a network of contacts.

- Proven success in turning complex policy areas into impactful and persuasive arguments and briefings.
- Proven success at working to deadlines and under pressure.

Skills and abilities

- Excellent working knowledge and understanding of UK politics and policy, including how to monitor the environment.
- The ability to understand and produce impactful arguments and briefing documents on a complex policy area.
- Excellent 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.
- 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.

4 Role Details

Job title: Public Affairs Manager

Salary: Competitive, dependent on experience

Role type: Full-time

Contract: This is a full-time position with a six to eight-month maternity cover contract initially (length dependent on start date – ends March 31st 2027). There is a possibility of extension – which may be part or full-time – from April 2027, dependent on wider organisational budgeting decisions. There is also the possibility that this role could be undertaken on a secondment basis.

Location: Hybrid working (remote/central London). Remote working is permitted, but there will be a requirement to attend some public affairs events and meetings in Westminster and monthly team meetings in central London, as well as occasional travel to political or other relevant conferences.

Reports to: Director of Communications and Public Affairs



5 Applications

Please send a CV and covering letter to shine.brownsell@cpe.org.uk by **COP Monday July 20th 2025, but please note that we may interview candidates before that deadline.**

No recruitment agencies please.

6 About Community Pharmacy England

We are the voice of community pharmacy in England, representing all of the 10,400+ community pharmacies across the country. We champion community pharmacies – representing pharmacy owners and giving them the support they need, negotiating the best deal with the Government and NHS, and influencing positive change.

We represent community pharmacy businesses of all sizes in England and are responsible for negotiating the NHS Community Pharmacy Contractual Framework (CPCF) under which all community pharmacies operate. We work closely with everyone in the community pharmacy sector, including the Local Pharmaceutical Committees (LPCs), to meet our goals and to promote the value of community pharmacy. Because everyone in society needs community pharmacy to thrive.