30 November 2012

Dear Colleague,

**Senior Campaigns Officer**

Thank you for your interest in the above position within UKHCA’s Policy & Campaigns Directorate. Within the application pack you will find:

- A copy of the advert relating to this position
- The job description/person specification
- The application form
- Equal opportunities form

The closing date for completed applications is 14th December. All applications should be returned by email to: Maria.Kurek@hrdept.co.uk. Interviews will be held on the 16th and 17th January 2013.

We look forward to receiving your completed application form in due course.

Yours sincerely

Colin Angel
Policy Director
Tel: 020 8661 8152
Email: colin.angel@ukhca.co.uk
Job Advertisement

United Kingdom Homecare Association

Senior Campaigns Officer

Salary circa £34,000, including London Weighting

35 hours / week, based in Sutton, South West London

UKHCA is the national, member-led, representative association for homecare providers. We are dedicated to promoting high quality, sustainable home-based care, through campaigning activity, leadership and support to providers.

A new post has been created within our experienced Policy and Campaigns Team to support a considerable increase in our activity. The role includes analysing and responding to the commissioning practice in the statutory sector, influencing commissioners, policy-makers, regulators and the media and supporting UKHCA’s member organisations.

The successful candidate will have a proven track-record in the successful direction or commissioning of social care or health services and the ability to develop and manage relationships with a range of stakeholders.

Full job description and application pack are available from www.ukhca.co.uk/jobs.aspx. For an informal discussion about the role, please contact Colin Angel, Policy Director, on 020 8661 8152.

The closing date for applications is the 14th December 2012.
# UKHCA

## JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Title: Senior Campaigns Officer</th>
<th>Grade: TBC</th>
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<tbody>
<tr>
<td>Division: Policy and Campaigns</td>
<td>Location: Group House, Sutton</td>
</tr>
<tr>
<td>Post No: TBC</td>
<td>Reports to: Policy &amp; Campaigns Director</td>
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## Main purpose

The post holder will complement UKHCA’s existing Policy and Campaigns team, contributing to the external representation of UKHCA member organisations with policymakers and influencers and the provision of information and advice to member organisations and other stakeholders.

The post holder will have a particular emphasis on analysing and responding to the homecare commissioning practice of the statutory sector in the four UK administrations, assisting the organisation to influence commissioners, policy-makers, regulators and the media and to inform UKHCA’s member organisations of issues affecting the commissioning of homecare.

## Summary of responsibilities and duties

### A. In relation to local authority commissioning:

1. Across all four UK administrations, gather information and undertake analysis of:
   - Statutory sector commissioning policy and practice at national and local level;
   - The impact of commissioning on service provision and the economic viability of homecare providers;
   - Data from UKHCA's survey work and other documentary evidence from homecare providers.
2. Devise, execute and analyse membership survey questionnaires, and other data gathering methods, which will support UKHCA’s campaigning activity.
3. Produce comprehensive reports which identify national, regional and local trends and recommendations for future practice.
4. Brief the UKHCA Leadership Team on the national and local impact of commissioning on the provision of homecare services.
5. Identify good practice on the part of statutory sector commissioners and independent and voluntary sector providers for UKHCA to promote with stakeholders.
6. Provide telephone and written communications which inform member organisations and local authority commissioners on the intentions of UKHCA’s campaigning activity.
7. Identify local authorities where UKHCA’s efforts would make the greatest positive impact on the behaviour of local commissioners.
8. Undertake correspondence with, and participate in meetings between, local authority commissioners and members of UKHCA’s Leadership Team.
B. General responsibilities:

9. To work collaboratively with the Senior Policy Officer and Information Officers as a team member and with other UKHCA staff.

10. To keep abreast of current and emerging issues affecting social care policy and practice, particularly in relation to its impact on high-quality, sustainable, community-based care.

11. Prepare succinct and timely briefings for Policy and Campaigns Director and Chief Executive and to share analysis of critical developments within the policy agenda to Divisional colleagues.

12. Support the Policy and Campaigns Director and Chief Executive to maintain the Association’s representative and influencing activities with policy-makers, commissioners, regulators, arm’s length bodies and other stakeholders.

13. To prepare senior staff for meetings with government departments, parliamentarians, other stakeholders and the media, attending such meetings when requested.

14. Build relationships with the trade and general media. Draft media releases and responses to media enquiries. Act as a spokesperson for the Association, when required.

15. Produce articles for external publication by national, local and trade media and member-facing communications (eg. Homecarer, UKHCA website and e-mail alerts).

16. Develop and implement research questionnaires, undertaking analysis and producing reports.

17. Share in the work undertaken by UKHCA’s telephone helpline, providing advice directly, or referring member organisations to other sources of advice or information, where appropriate.

C. In relation to working within the organisation:

18. Work within UKHCA’s Corporate Values at all times.

19. Work within the organisation’s Health and Safety policy and ensure so far as reasonable that safe working practices are established, maintained and followed.

20. Work within and assist in maintaining the Investors in People principles for the organisation.

21. Carry out any such additional or alternative tasks as may from time to time be reasonably expected of you to meet operational requirements and business needs.

22. The postholder may be required to undertake occasional travel and overnight accommodation.

Contacts and relationships (customer focus, both internal and external)

- External stakeholders will cover all four UK administrations, including, but not limited to, government departments, regulators, arm’s length bodies, and other representative associations.

- Internal stakeholders including the owners, directors and managers of UKHCA member organisations and members of the UKHCA Board.
Management and leadership (finance, resources, performance management, staff supervision and service delivery)

- The post holder will deputise for the Policy and Campaigns Director, as required.

Equalities

- Ensure implementation and promotion in employment and service delivery of the UKHCA’s equal opportunities policies and statutory responsibilities.

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<thead>
<tr>
<th>Date</th>
<th>Name</th>
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<tbody>
<tr>
<td>August 2012</td>
<td>Colin Angel</td>
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1. Drawn up
2. Given to post holder
3. Confirmed by line manager
4. Evaluated
UKHCA
PERSON SPECIFICATION

Title: Senior Campaigns Officer
Division: Policy and Campaigns
Post No: TBC
Grade: TBC
Location: Group House, Sutton
Reports to: Policy & Campaigns Director

Experience

- Occupational experience of at least one of the following (Essential):
  
  (a) Managing a homecare service (or similar social or healthcare services); or
  
  (b) Commissioning homecare services (or similar social or health care services); or,
  
  (c) Working for a professional association, trade association or user-lead representative association; or,
  
  (d) Experience broadly and demonstrably equivalent to (a), (b) or (c), above.
  
- Experience of analysing social care policy and an understanding of its impact on the provision of social care (Desirable).

- A good track record of establishing and managing relationships with a wide range of stakeholders (Essential).

Skills and abilities

The following skills and abilities are regarded as essential, unless otherwise stated:

- Pro-active and self-directing, while able to work within an organisation’s objectives and business plan.

- Able to understand and work with a complex brief, requiring minimal supervision.

- Able to devise, plan, and execute large projects, recording and analysing findings accurately.

- Able to make reliable and objective judgments about the nature and content of large amounts of disparate and complex information in a systematic way.

- A clear communicator who is capable of representing and delivering complex messages in public to a wide and varied range of audiences (e.g. UKHCA members, Government departments, the trade and general media).

- Able to influence stakeholders through thorough research, analysis, interpretation and presentation.

- Able to write clearly and concisely in English for technical and general audiences, including experience of layout, editing and proofreading.
• Proficient in the use of word-processing, spread sheet and e-mail applications (Essential) and databases (Desirable).

Knowledge
• A proficient understanding of the homecare sector (Essential).
• A competent understanding of the principles and practice of contracting services in social care or health-related businesses (Essential).
• An understanding of contemporary issues within social care, including the government policy, in at least one UK administration (Desirable).