

## JOB DESCRIPTION

Job title	Policy Advocate
Pay band	6
Purpose of role	<p>This role supports the development of policy to improve outcomes for consumers, support consumer interests and reduce consumer detriment.</p> <p>Contributes to the implementation of a programme of work on a specific topic or issue as agreed with the Senior Policy Advocate.</p> <p>Delivers agreed individual projects and work plan on time and to budget. Under the direction of the Senior Policy Advocate Assists with research and communications. Maintains collaborative working relationships. Contributes fresh ideas and new approaches where possible.</p>
Accountable for Outcomes	<p>Contributes to the strategic purposes of Consumer Focus, with respect to:</p> <ul style="list-style-type: none"> <li>• Open Markets - Raising the influence of consumers over the goods and service they receive to help people get better value.</li> <li>• Sustainability – Harnessing the appetite of consumers to more sustainable lifestyles:</li> <li>• Service – Improving customer service and cutting the high level of unnecessary problems that generate complaints from the consumers</li> <li>• Access – Creating an economy in which everyone can access the essential services they need and the poor no longer pay more or get less for their money as consumers.</li> </ul>
Reports to	Programme Lead / Principal Policy Advocate / Senior Policy Advocate as required
Direct reports	None
Key relationships	<p>Policy Advocates Research Co-ordinator Public Affairs and Communications</p>
Key accountabilities	<p><b>Stakeholder engagement</b></p> <p>Assists Senior Policy Advocate/Principal Policy Advocate and Programme lead to:</p> <ul style="list-style-type: none"> <li>• Nurture key relationships which influence or impact the issue or topic. Provides responses to contacts and queries</li> <li>• Supports Senior and Principal Policy Advocates’ and Programme leaders networks to assist with the promotion of new policy and to gain insights into new developments</li> </ul> <p><b>Workplan</b></p> <ul style="list-style-type: none"> <li>• Delivers individual workplan to agreed quality standards and to time and budget</li> </ul>

	<ul style="list-style-type: none"> <li>• Provides concepts and reasoned arguments to develop policy to the highest standards</li> <li>• Checks interfaces with other programmes and initiatives to understand critical dependencies and supports other programmes where possible</li> </ul> <p><b>Consumer engagement</b></p> <p>In conjunction with Senior and Policy Advisor or programme lead:</p> <ul style="list-style-type: none"> <li>• Creates opportunities for consumer engagement and interaction with the team</li> <li>• Implements consumer engagement plan to meet strategic objectives</li> <li>• Maintains a watching brief on emerging consumer issues and concerns.</li> </ul> <p><b>Intelligence</b></p> <ul style="list-style-type: none"> <li>• Builds and maintains informational networks</li> <li>• Conducts research programmes as appropriate</li> <li>• Provides analytic frameworks, methods, tools and know-how to convert raw data into meaningful intelligence</li> <li>• Requests support of specialists where necessary to augment analysis</li> <li>• Takes all steps necessary to assure quality of all intelligence to ensure robust evidence base and appropriate interpretations</li> </ul> <p><b>Policy Development</b></p> <ul style="list-style-type: none"> <li>• Develops a sound understanding of all aspects of the topics or issue including good knowledge of the context and likely developments. Understands key business drivers and motives.</li> <li>• Contributes to the formulation of the stance Consumer Focus should take in respect of the topic and helps to develop the policy.</li> <li>• Captures and documents the agreed approach for use in a variety of media and formats.</li> <li>• Provides fresh ideas, innovative and new solutions to consumer issues and problems whenever possible.</li> </ul> <p><b>Advocacy and Communication</b></p> <p>Assists Senior Policy or Principal Advocate or Programme lead to:</p> <ul style="list-style-type: none"> <li>• Produce the advocacy plan for key audiences and stakeholders</li> <li>• Present evidence and policy through appropriate approaches to advocacy and channels.</li> <li>• Monitor the effect and value of policy advocacy work to build and maintain best practice</li> </ul>
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<p>Knowledge and Skills</p>	<p>The post holder will have the following experience and knowledge:</p> <ul style="list-style-type: none"> <li>• Experience working in the private, public or voluntary sectors, managing projects to time and on budget</li> <li>• a track record of successfully developing policy to influence outcomes and achieve change</li> <li>• experience in policy issues relevant to the role, for example in the fields of social, economic or competition policy, particularly from the consumer perspective (although it is not necessary to have a consumer-based track record)</li> <li>• an understanding of working with government and business decision-makers, including a knowledge of devolution and an understanding of the nature of accountability and independence in a public sector body</li> <li>• empathy for the specific issues facing vulnerable consumers and how these can be overcome in the market.</li> <li>• experience in working collaboratively with high performing teams</li> </ul> <p>The post holder will have the following skills and qualities:</p> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>• communicates clearly and concisely, adapting their style to audiences to ensure maximum impact.</li> <li>• able to structure and communicate ideas and provide straightforward and accurate information</li> <li>• persuasive and empathetic style which people naturally warm to</li> <li>• able to question intelligently and assess views and perspectives</li> </ul> <p><b>Campaigning</b></p> <ul style="list-style-type: none"> <li>• good influencing skills able to impact stakeholders and colleagues</li> <li>• political and policy expertise, sensitive to the implications across a wide range of government departments.</li> <li>• the ability to contribute to all aspects of policy formulation e.g. consumer intelligence, policy analysis, communication and delivery of practical advocacy,</li> </ul> <p><b>Intellectual and analytic skills</b></p> <ul style="list-style-type: none"> <li>• wide intellectual range and strong analytical reasoning skills</li> <li>• ability to prioritise issues and focus on core arguments to develop cogent policy</li> <li>• a focus on impact for consumers as the cornerstone of organisational culture and performance</li> </ul>
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Competencies	Identify competency and level required: <ul style="list-style-type: none"><li>• Purposeful and responsive influencing – Level 3</li><li>• Filtering, judging and acting – Level 3</li><li>• Integrity – Level 4</li><li>• Walking the talk on customer service – Level 4</li><li>• Working together for the business – Level 4</li><li>• Relationship building – Level 3</li></ul>
Location	London, Cardiff or Glasgow, with occasional UK travel