

PRIVATE & CONFIDENTIAL

Candidate Brief



Council of Deans of Health

Head of Policy and External Affairs

U0401

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Managing Director
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Welcome from Dr Katerina Kolyva
Executive Director, Council of Deans of Health

Dear Candidate,

I am delighted you are interested in applying for the role of Head of Policy and External Affairs. I hope this candidate brief gives you all the information you might need in regard to the requirements of this role, also you can find more information about us on our website: <https://councilofdeans.org.uk/about/>.

This is a brand-new role, reporting to me, the Executive Director. It is an exciting chance to increase and influence the effectiveness and quality of the Council's policy development and external affairs, including evidence gathering, member and stakeholder engagement, policy influencing and measuring impact. This is a role that will require senior leadership experience, and for someone with drive, determination and excellent communication skills.

The appointed candidate will have management oversight and lead relationships through an ambitious programme working with our members, a wide range of stakeholders and partners, government and other decision-makers across the UK, also with funders in relation to Council grants and externally funded projects.

We are looking for this role to start in August 2021 and if this is a role that interests you, we would love to receive your application. You can find all the details on how to apply further along in this brief.

For a confidential conversation with Thewlis Graham Associates who are supporting us with this recruitment, please contact Sarah Thewlis, Managing Director on 0207 850 4781 or email: applications@thewlisgraham.com. Sarah will be happy to discuss this opportunity with you.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Katerina Kolyva', with a long horizontal stroke extending to the right.

Dr Katerina Kolyva
Executive Director, Council of Deans of Health

2) About The Council of Deans of Health

The Council represents over 100 UK universities engaged in education and research for nursing, midwifery and the allied health professions. At any one time, our members will educate around 175,000 current and future professionals and will carry out research that improves the population's health and wellbeing.

Operating as a multi-professional organisation at the heart of policy and political debate, we aim to lead policy at national and UK level, promoting the essential contribution of our members to health and social care.

Our members are based in England, Northern Ireland, Scotland, Wales, the Channel Islands and Gibraltar. We operate as a charity, registered across the UK.

We are committed to working in partnership, strengthening membership engagement and intelligence gathering to influence policy UK-wide for high quality education and research.

VISION

Our vision is to become:

- An open and engaging organisation
- Maintaining a UK-wide multi professional focus
- Using our own intelligence and wider evidence to inform policy
- Opening our networks in the UK and globally

Our current priorities for 2018-2021 are:

Influence policy UK-wide

In the next three years, we will continue to influence government agendas across the UK for all the professions we educate. Using our membership intelligence effectively we will be working in partnership with others seeking positive impact across our professions as we will engage in high level policy agendas UK-wide.

Secure sustainable funding for our disciplines

Recognising the diversity in the funding and commissioning of higher education and research across the UK, in the next three years we will focus our energy on advocating for sustainability of funding for higher education and increased focus in research funding for our disciplines

Foster leadership and innovation

As healthcare higher education leaders navigate the complexity of our political and economic landscape, it is now more crucial than ever to recognise that strong leadership of our professions will lead to better outcomes for education and research in our sector. Recognising that our research community needs strengthening, we are committed to enhancing research capacity, building our academy and making the case for stronger

government focus and public understanding on the contribution research and innovation make to the economy and society.

For more a strategic overview of our work, read our strategic plan for 2018-2021: **Securing a Sustainable Future**.

We are in the process of developing our new strategy with the Council

Annual Report – 2019-2020

Our Annual Report provides a comprehensive look at our achievements in 2019/20 and our plans for the coming year.

The last year is one that has seen significant challenges, but also notable achievements. The Council has organised its work to date around the five portfolios of workforce, research, regulation, global and education impact. It is also involved in work across the UK relating to course funding and student support. Our members play an important role in informing the Council's work and never more so than in the last year with our work around workforce growth, funding and the response to the Covid-19 pandemic.

You can find the link to the report [here](#).

Governance

Membership

The Council of Deans of Health is made up of 100 member universities in the UK engaged in education and research for nursing, midwifery and the allied health professions. Each member organisation has two representatives, who are senior staff with strategic responsibilities for nursing, midwifery, and/or allied health professions. Normally the representatives are at dean or head of school (or equivalent) level, but a number of our members also have more senior university roles, such as pro-vice-chancellor.

Legal structure and status The Council of Deans of Health operates as a charity registered with the regulators UK-wide. It is governed by a Board of Trustees, half of who come from the membership and half are independent.

3. Job Description and Person Specification

POST TITLE: Head of Policy and External Affairs
RESPONSIBLE TO: CEO
TERM: Permanent Post
BAND: £62,000

JOB SUMMARY:

To increase the effectiveness and quality of the Council's policy development and external affairs, including evidence gathering, member and stakeholder engagement, policy influencing and measuring impact.

To lead the policy and external affairs functions of the Council either in house or manage suppliers where these are outsourced.

To have management oversight and lead relationships with funders in relation to Council grants and externally funded projects.

The post holder will do this through leading on an ambitious programme of policy and external affairs, working with our members, a wide range of stakeholders and partners, government and other decision-makers and funders across the UK.

Senior leadership

Maintain and develop strong working relationships between the Chair and Chief Executive, Trustee Board, Committees and member nation and advisory groups as required, keeping the CEO, Board's Chair and Nation group convenors fully informed on a timely basis. Advise the CEO on all policy and external relations matters.

Establish a shared strategic vision for the organisation and the plans necessary to deliver those goals and promote continuous improvement while ensuring that the Board's strategic aims are delivered.

Lead in the preparation of the Business Plan, Budget, risk strategy and then manage the delivery of the Business Plan within budget ensuring effective and efficient use of resources.

Manage risk and ensure that mitigating controls and actions are in place as well as responding to incidents affecting the delivery of the Council's strategy and annual corporate plan.

Drive performance management and set and monitor performance indicators.

Policy development

Develop and implement the Council's policy and external affairs strategy, including developing clear methodology and overseeing regular meetings with membership and key stakeholders.

Use evidence across a variety of government/public bodies, academic and market research, professional organisations and other resources to develop our policy development and key policy messaging and communications.

Lead engagement with our Council's nation groups, our policy advisory groups and our member organisations to gather views and support our policy function.

Lead policy influencing across the UK, with a particular focus on the differences across the four countries and the UK versus devolved nations policy.

Consider implications of Brexit and other international issues and immigration policy affecting our members in the UK.

Benchmark policy work internationally and increase collaboration with international organisations similar to the Council across the world.

Oversee the production of policy outputs such as member briefings, consultation responses, Council publications, through effective engagement with members and leadership and support to the policy team.

External relations

Lead, develop and deliver an overarching and integrated communications and engagement strategy that supports the organisation's strategic direction and helps deliver key objectives.

Review regularly our external engagement to ensure it remains fit for purpose, by measuring and evaluating its effectiveness and developing it to respond to the changing external environment and the resources available for delivery.

Maintain and develop close and effective working relationships with all UK and devolved nation governments particularly in the areas of education and health.

Support the Council Chair, Nation group Chairs and the CEO in their external influencing and government relations functions through regular briefing material and as required at meetings and events.

Engage regularly with regulators and professional bodies, the healthcare academic sector, universities and other higher education and further education membership organisations.

Media and social media

Create and implement a digital media strategy to develop the Council’s external website and social media presence, ensuring they are effective communication tools for members, the public and staff.

Embrace digital engagement and communications to ensure the Council’s external facing communications are effective and responsive, leading the way in effective engagement and listening.

Lead on a proactive programme of media and press relations increasing the visibility of the Council in this area.

Project/programme oversight

Oversee specific projects on behalf of the membership as required, using effective project management, and managing project officers as required.

Lead on relationships with project and programme grant funders, proactively seeking new funding and new projects for additional income.

Team leadership

Manage and develop the policy team. Provide guidance and direction when needed, setting clear objectives and monitoring regular progress.

Ensure effective planning and successful implementation of activities in line with the Council’s annual corporate plan.

Be a role model to the team and support their ongoing progression and development including identifying areas for their learning and training.

Other

Undertake appropriate learning and development to perform the duties of the role effectively; and keep abreast of relevant policy and practice developments that will inform his/her work.

This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

PERSON SPECIFICATION

POST: Head of Policy and External Affairs
GRADE: £62,000
DIRECTORATE: Council of Deans of Health

| Criterion Number | QUALIFICATIONS AND TRAINING | ASSESSED |
|--|--|--------------------------------|
| <i>Essential</i> | A degree or equivalent. | Application |
| A. WORK BACKGROUND AND EXPERIENCE | | |
| <i>Essential</i> | A1. Specialist Experience of working in higher education or health policy | Application form/ interview |
| <i>Essential</i> | Policy development and policy influencing experience | |
| <i>Essential</i> | Experience of government or other public body engagement in the UK | |
| <i>Desirable</i> | Experience of digital communications and social media campaigns | |
| <i>Desirable</i> | Experience in media relations | |
| B. SKILLS AND APTITUDES REQUIRED | | |
| <i>Essential</i> | B1. Communication oral and written Excellent communication skills. A high level of written and spoken English, able to write and present to large audiences persuasively, succinctly and accurately. | Application form/ interview |
| <i>Essential</i> | B2. Interpersonal and Team working Skills Excellent interpersonal skills, including the ability to develop working relationships with senior academics and government officials. | Application form/ interview |
| <i>Essential</i> | Proven ability to work cooperatively in a team, contributing to team decisions and supporting others. | Application form/ interview |
| <i>Essential</i> | B3. Planning and Organisation Ability to plan and manage one's own time and several priorities at once and to deliver these on schedule and on budget. | Application form/ interview |
| <i>Desirable</i> | Experience of managing budgets | Application form/interview |
| <i>Essential</i> | B4. Creative and innovative Takes the initiative and thinks creatively. Ability to apply problem solving skills to a range of situations. | Application form |
| <i>Essential</i> | B5. Evidence and Data Analysis | |

| | | |
|---|---|--------------------------------|
| | Able to analyse and advise confidently on policy matters. Comfortable with interpretation of data and with a good understanding of research methods | |
| C. SPECIALIST KNOWLEDGE REQUIRED | | |
| <i>Essential</i> | CI. Sector Awareness Good knowledge of UK higher education and/or health policy. | Application form/ interview |
| <i>Essential</i> | A good understanding of working in or with a membership organisation. | |
| <i>Essential</i> | A good understanding of the UK policy context and interest or experience of EU and international policy context. | |
| D. PERSONAL QUALITIES | | |
| <i>Essential</i> | D1. Motivated and Results driven Proven ability to progress several priorities at once and to deliver them successfully, on schedule | Application form/ interview |
| <i>Essential</i> | D2. Resilience Ability to work under pressure in a calm and efficient manner. | |
| <i>Essential</i> | D3. Other Able to travel to other organisations and universities in the UK as required | |

4. Salary and Benefits

- The salary is £62,000
- Start date August 2021
- We offer a number of benefits including 27 days annual leave and discretionary days over Christmas, flexible working, development opportunities including coaching for the leadership team
- Pension will be with NEST with employer contribution of 10% (no employee contribution)
- The role is based in London at Woburn House and leads a team of four (direct line reports are two) working across with the membership services team.
- We are looking at a flexible working model from September with some days in London and some days from home.
- Extensive travel, when restrictions allow, will be required across the UK and we hold a number of member events that sometimes require an overnight stay.

5. Timeline, Application Process and How to apply

Timeline

| Dates | Activity |
|-------------------|---|
| 9 June 5pm | Applications close |
| 11 June – 17 June | Thewlis Graham consultant interviewing of interested candidates |
| 24 June pm | Informal candidate conversations with client |
| 25 June | CoDH interviews |

Application Process

Thewlis Graham Associates will acknowledge all applications. These will be assessed against the criteria in the Job Description and Person Specification section and the people who best meet these will be invited for interview with Thewlis Graham - Covid secure online.

Those candidates not invited to interview will be advised by email by end June.

Longlisted candidates will be advised by email. After a consultation between Council of Deans of Health and Thewlis Graham Associates a shortlist will be drawn up and shortlisted candidates invited for interview with the Client, again in the most Covid secure way.

How to Apply

To apply for this role, please email in word format to applications@thewlisgraham.com the following documents quoting reference **U0401**: -

1. A comprehensive CV
2. A letter containing:
 - your reasons as to why you would consider yourself suitable for this role, and why you are interested in the role.
 - your current remunerations details and notice period,
 - and the name, job title, organisation, email address and mobile number of two professional referees. (Please note referees will not be approached without your prior permission.)
 - Please keep the letter to a maximum of three pages in total.

Please ensure that you include your mobile phone number and email address in your application. Do not hesitate to contact Claire Drummond on 020 7850 4781 if you have any queries.

If you would prefer to receive this candidate brief in a more accessible format, please contact us.

6. Diversity Monitoring

Diversity Monitoring is independent of the recruitment process but please do complete your completed diversity monitoring form as Thewlis Graham Associates is committed to monitoring and analysing diversity information so that we can ensure that our processes are fair, transparent, promote equality of opportunity for all, and do not have an adverse impact on any particular group.

The link to this form is here: [click here](#). If you have any problems with this, please contact Tracey on: tct@thewlisgraham.com.

Any information provided on this form will be treated as strictly confidential and will be used for statistical purposes only. It will not be seen by anybody directly involved in the selection process. No information will be published or used in any way which allows any individual to be identified.

Thank you

7. Advert



Head of Policy and External Affairs

Salary: £62K per annum plus benefits

Location: Flexible – London and home-based working

The Council represents over 100 UK universities engaged in education and research for nursing, midwifery and the allied health professions. At any one time, our members will educate over 175,000 current and future professionals and will carry out research that improves the population's health and wellbeing.

Our members are based in England, Northern Ireland, Scotland, Wales, the Channel Islands and Gibraltar. We operate as a charity, registered across the UK.

This year we are delighted to be recruiting for a brand-new role: Head of Policy and External Affairs. Reporting to the Executive Director, the main job role will be to increase the effectiveness and quality of the Council's policy development and external affairs, including evidence gathering, member and stakeholder engagement, policy influencing and measuring impact. This is a role that will require senior leadership experience, and for someone with drive, determination and excellent communication skills.

The appointed candidate will have management oversight and lead relationships through an ambitious programme working with our members, a wide range of stakeholders and partners, government and other decision-makers across the UK, also with funders in relation to Council grants and externally funded projects.

Key responsibilities and duties:

- Senior Leadership
- Policy Development
- External Relations
- Media and Social Media
- Project/programme oversight

Key attributes required:

- Experience of working in higher education or health policy
- Experience of government or other public body engagement in the UK
- Excellent communication skills and interpersonal and team working skills
- Ability to plan and manage one own's time and several priorities at once and to deliver these on schedule and on budget

For further information and details of how to apply please visit our microsite with reference to U0401: www.thewlisgraham.com/assignment-briefings The closing date is 9 June 5pm.

For a confidential discussion please contact Thewlis Graham Associates on +44 (0)20 7850 4781 or email: applications@thewlisgraham.com