



## Role Profile

<b>Job Title</b>	Senior Policy Officer	
<b>Role Profile Title</b>	Senior Policy Officer	<b>Pay band 9</b>
<b>Department</b>	Policy & Advocacy, RSPB England	
<b>Location</b>	Flexible	
<b>Reports to</b>	Head of Policy & Advocacy	
<b>Direct Reports (including Volunteers)</b>	None	
<b>Job Purpose</b>	To lead the development of RSPB policy positions and to advocate them effectively to decision makers at a senior level in order to influence relevant government policies to better deliver outcomes for nature through public policy and legislation.	
<p><b>The RSPB have generic role profiles linked its pay and reward structure which our job vacancies are aligned to. These include a list of indicative key result areas and requirements for the role.</b></p> <p><b>More specific details on the role can be found in the job advert and accompanying job pack.</b></p>		
<b>Key Result Areas</b>		
<ul style="list-style-type: none"> <li>❖ Monitor external policy developments at the appropriate geographical level (Devolved country/UK/EU/International) to identify relevant policy issues and advocacy targets to further RSPB strategic priorities</li> <li>❖ Identify and facilitate the delivery of relevant policy research to inform RSPB policy positions</li> <li>❖ Be responsible for the development of RSPB policy position in consultation with relevant internal colleagues in order to advocate them to decision makers and inform policy related RSPB communications.</li> <li>❖ Identify, target and advocate RSPB policy effectively to relevant external audiences (including government, business, NGOs) through presentations, attendance at conferences appropriate use of social media, etc to further RSPB policy advocacy objectives.</li> <li>❖ Be responsible for the production of policy reports, consultation responses, briefings and other materials to further the RSPB's policy advocacy objectives</li> <li>❖ Build and maintain effective relationships with stakeholders in the relevant policy area, including senior government officials, other NGOs, academia and business in order to build optimum conditions for successful advocacy for RSPB policy positions.</li> </ul>		

- ❖ Proactively share information with colleagues about relevant policy developments to ensure an informed and consistent approach to policy advocacy across the RSPB and to ensure appropriate support and guidance is provided to colleagues engaged in relevant projects.
- ❖ Lead the development and delivery of projects, internally and with relevant external partners to further RSPB's policy advocacy objectives
- ❖ Work closely with colleagues to develop and deliver campaigns and communications material that effectively further RSPB 's policy advocacy objectives.
- ❖ Where applicable, lead and develop the team, managing high performance, providing direction and encouraging personal development and the achievement of annual work objectives.

<b>Key Contacts and Working Relationships</b>	
<b>Internal</b>	<b>External</b>

<ul style="list-style-type: none"> <li>❖ Colleagues including senior colleagues: up to Board Directors and Chief Executive and on occasion Country Advisory Committees and Trustees, who need to be informed and/or consulted on relevant country development and policy issues or positions.</li> <li>❖ Policy, advocacy, campaigns and communications colleagues across the organisation to ensure coherence in our approach at the most appropriate geo-political scale (International, EU, UK, Northern Ireland, Scotland and Wales) in order to have the impact required to further our advocacy objectives.</li> <li>❖ Conservation colleagues across the organisation (Conservation departments at UKHQ, SHQ, and Regional/Country teams in Operations), Strategy Boards and other relevant groups (such as Nature Recovery Groups): to ensure that policy development is informed by practice, science, data, and species &amp; habitats targets; and to support and engage with conservation projects as case studies of the effective application of policy.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Stakeholders directly involved in government policy making including senior civil servants, political advisors, and politicians, including on occasion Ministers, in order to secure their support for RSPB policy positions</li> <li>❖ Sister NGO's and networks with shared or similar positions (such as Birdlife Europe Secretariat, BirdLife Partners worldwide, the country Environment Link networks as appropriate), in order to agree joint policy positions and secure shared policy objectives for nature conservation/environmental protection</li> <li>❖ Other NGOs and organisations working in the policy area including those with conflicting position to the RSPB which we would like to positively influence and those with a complementary position who can work in effective partnership for common cause.</li> <li>❖ Influential thinkers/commentators who can play a role in furthering RSPB policy objectives including peers from academia, journalism and the private sector.</li> </ul>
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<b>Financial Responsibility</b>
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- ❖ This role has sign-off authority for expenditure through, for example, purchase orders.

<b>Essential qualifications</b>
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1. Degree level qualification in a relevant subject or ability to show equivalent ability through work experience

<b>Essential knowledge</b>
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2. A good understanding of environment / biodiversity legislation, public policy and its implications for conservation practice in the specified department and location.

3. A good understanding of governmental and political institutions of the specified department and location where relevant to environment/biodiversity policy
4. A good understanding of the role of public facing communications/campaigns in supporting policy advocacy.
5. Able to analyse complex issues in a fast paced environment coupled with well honed political acumen.
6. Effective negotiation and influencing skills relevant to role
7. Excellent communication skills (verbal, written and presentational), including an ability to speak confidently and cogently in public to a variety of audiences, including those with opposing views.
8. Confident and capable of being a public face for RSPB policy and advocacy to the media and social media.
9. Strong time management, prioritisation and organisational skills
10. Effective project management skills.
11. Competent user of core MS Office programmes
12. Able to act independently to generate and lead on policy positions and project development
13. Able to form effective teams (both internal and external) and work effectively as a team leader and a team player
14. Where applicable, proven ability to lead, manage and develop staff, especially through change

#### **Essential experience**

15. Proven experience of operating effectively in a policy and or advocacy role
16. Where applicable, experience of line management

#### **Desirable qualifications, knowledge, skills and experience**

17. A good understanding of the policy area and associated biodiversity and environmental issues associated with it. This could include marine, coastal, water, wetland, upland, farmland, forestry/woodland, heathland, species, biodiversity, ecosystem services, environmental economics, planning, climate, education.
18. Educated to post graduate level in a relevant discipline
19. Experience of developing policy campaigns
20. If this post is in Wales, the ability to communicate in Welsh is desirable

#### **How we expect you to work**

The RSPB has seven key competencies that are important to our organisation's success. We expect all employees to demonstrate these competencies in everything that they do. The heading descriptors of the seven competencies are:

**Direction:**

You ensure you have a clear direction and sense of common purpose that guides what you do and how you approach your work.

**Energy:**

You bring energy and urgency to the RSPB to motivate people to do the best they can.

**Capability:**

You build your own and other people's capabilities, directly and indirectly.

**Relationships:**

You communicate effectively and build productive internal and external relationships.

**Change:**

You support continuous improvement and change and constantly look for way to do things better.

**Advocacy:**

You act as an advocate for the RSPB.

**Performance:**

You get things done, achieve ambitious goals and the RSPB's aims.

**In line with these competencies, the following behaviours are essential upon appointment to this particular role and will need to be part of what you do for you to add value to the RSPB:**

- ❖ Articulates the RSPB policy positions clearly and in an engaging way.
- ❖ Builds collaborative relationships across the RSPB (working with colleagues in teams across the organisation and to senior level).
- ❖ Secures and maintains partnership and positive relationships with senior external stakeholders which further the RSPB's aims
- ❖ Ensures others understand what the key messages are that the RSPB advocates
- ❖ Places their main focus on the important priorities
- ❖ Demonstrates enthusiasm for your work and the RSPB
- ❖ Prepared to challenge the status quo
- ❖ Willingly shares resources and knowledge with others
- ❖ Offers co-operation rather than competition
- ❖ Demonstrates a willingness to make decisions and take action to improve the way things are done.

**Additional Information**

- ❖ This role will require occasional weekend and evening working.
- ❖ This role will require regular travel within the UK and occasional travel within the EU.
- ❖ This role will require regular/occasional [**delete as appropriate**] overnight stays away from home with appropriate notice to make arrangements.
- ❖ Employees are expected to carry out their job responsibilities in an environmentally aware manner, ensuring as little damage to the environment as possible. Our aim is to ensure all resources are utilised effectively and efficiently.
- ❖ Employees are required to use the RSPB Project Management Framework in the development and management of projects.
- ❖ In the RSPB, volunteers are a major resource and make a vital contribution to the RSPB's aim to take action for the conservation of wild birds and the environment. Employees are responsible for encouraging, developing and supporting volunteers in their work for the RSPB.
- ❖ Ensure conformity with health and safety and environmental management requirements across the range of team activities, utilising agreed protocols and systems to ensure RSPB meets it's legal and societal obligations in this regard.