

Role profile

Role title	Senior Policy Advisor
Department and directorate	Public Health and Healthcare, Communications and Policy Directorate
Job family level	5
Reports to (job title and name)	Head of Population Health
Direct reports (job title and name)	None

Summary – purpose of the role

Describe as concisely as possible the overall purpose of the job and including the core duties/responsibilities required to be performed in the role (eg, to provide a full range of administrative support services to the department including x,y,z)

- Provide expert policy advice, research and analysis and guidance to a variety of audiences including senior staff, committees, chief officers and members, as required
- Conduct research and analysis on key topics within the team, including providing quality assurance of the work of Policy and Research Officers in the team
- Undertake critical analysis of data and research findings published by others
- Draft written policy and research reports, working closely with the Policy Advice and Research Officers in the team
- Manage the delivery of policy projects, with support from the Head of Population Health or Healthcare Delivery
- Responsible for ensuring that the perspective of all branches of practice are incorporated into policy development, through liaison with committee secretaries and cross-directorate working, as appropriate
- Research, analyse and develop policy proposals for consideration by senior staff, committees and members.
- Develop consultation documents on policy options, risks and benefits for engagement with members, using digital and other channels of communication
- Develop briefings, guidance and other practical support materials for members needing to implement policy into their practices and/or influence policy development in their locality
- Prioritise and respond to ad hoc requests for policy analysis and advice as required
- Build and maintain good working relationships with members and external stakeholders in order to effectively influence policy development
- Work closely with media and public affairs teams to craft messaging and communicate the need for policy change to external audiences
- Represent the BMA at external meetings, conferences and other events, as required
- Contribute to the development and delivery of the directorate's business plan, performance indicators and risk management plan.



Skill (level and breadth of application)

What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?

How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.

- Experience of development of open and evidence-based policy in health or health-related issues
- Ability to understand complex data and research and to support others in the team to do this
- Ability to conduct research and analysis and to support others in the team to do this
- Ability to communicate clearly, conveying key information succinctly, both written and orally
- Ability to present policy reports (in writing and orally) to a variety of internal and external audiences
- Ability to influence highly articulate and challenging individuals, using expertise, tact and diplomacy
- Ability to form strategic relationships with counterparts in stakeholder organisations
- Understanding of the association's dual roles as trade union and professional body
- Personal resilience - needs to 'own' policy reports/proposals and withstand challenges from elected members and external stakeholders

Intellectual demands (complexity and challenge)

What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?

To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

- Experience of or aptitude to develop skills in open and evidence-based policy
- Understanding of common research methodologies and the ability to critically analyse research and data
- Ability to challenge rationale for requests for policy development or analysis, prioritising against competing demands, assessing wider implications for the association, deciding whether to proceed with the request and communicating the decision to relevant committee chairs etc
- Ability to challenge and respond constructively to policy proposals produced by government, NHS England or other stakeholders, based on analysis of evidence, options considered, risk and benefits of proposals.

Judgement (independence and level and impact limitations)

What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?

Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?

- Responsible for initiating and taking forward work in relevant policy areas – keeping under review the evidence base and policy developments, and anticipating areas on which doctors will need support
- Sound judgement on the need to refer sensitive issues for higher level decision
- Policy proposals, guidance and critique of other organisations' proposals and research impacts on more than one branch of practice and at times, on the profession as a whole

Judgement (independence and level and impact limitations)

- Policy proposals and analysis can be used to enhance the BMA's reputation with members and external audiences (eg. government, public opinion)

Use of resources (supervision of resources and influence)

What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.

How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?

- Specialist adviser, likely to be subject matter expert on a number of policy areas within the team
- Responsibility for own portfolio of policy issues and projects.
- No direct management of staff, but responsible for matrix management of the work of policy advice and support/research officers and administrators, as appropriate
- Role may involve use of sensitive data, including primary research undertaken with members

Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

What is the purpose of these contacts, eg conveying information, gathering data?

- Responsible for managing peer relationships with relevant members and external stakeholders in their policy areas
- Extensive contact with committee leads, committee chairs and committees, devolved nations and staff within the communication and policy directorate, such as the media or public affairs team. Purpose: to understand, challenge and agree policy proposals; present proposals, briefings and/or guidance; interpret and present other organisations' proposals to internal audiences
- Develop contacts with counterparts in external organisations to understand others' policy and research priorities and initiatives, be able to critically analyse and challenge research findings or policy positions and to identify opportunities for joint working, where appropriate. Represent BMA at external meetings – present policy analysis and recommendations to counterparts and at conferences/seminars as necessary

Physical demands & coordination (physical effort and mental strain)

Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?

- Ability to maintain focus and concentration while working in an open plan office
- Ability to manage own time when working in the office or at home

Working conditions and emotional demands)

What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?

- Personal resilience – able to withstand robust challenge from elected and other members and stakeholders.
- Flexibility – able to adapt to new ways of working, quickly develop knowledge in new and complex policy areas and take on new areas of responsibility and ‘help out’ across the directorate as required, in a constructive manner
- Working outside normal office hours may be required (eg to attend events or complete project work), albeit this will be limited

BMA competency level required

Behavioural competency	Level
Personal responsibility – demonstrates a positive attitude and takes ownership and responsibility for work performance	
Service focus – demonstrates an understanding of customer needs and has a service orientation	
Gathering information – is driven to seek out information and carries out research to the level required to achieve objectives	
Team working – works with colleagues cooperatively in own department and the wider organisation	
Influencing others – persuades others to support a viewpoint and achieve their participation	
Dealing with change – implements and adapts to new ideas and ways of working at individual, team and organisational level	
Creativity and innovation – takes a creative approach to work, identifies new ways of doing things and develops ideas to benefit the association	
Managing and developing people – sets goals and ensures others perform to their full potential and meet required standards	
Leading people – communicates goals, engages and motivates others to achieve	

Sign-off

Manager:	Date:
Role holder:	Date: