

Policy and Public Affairs Manager (England)

Candidate Information Pack

July 2025

This exciting new role in our award-winning External Affairs department will work across policy and public affairs work in England. You will fight for the hospice sector and people who need their care and support, helping us to create a country where no one misses out on the care they need at the end of their lives.

This is a significant time for hospice and end of life care.

Hospices across the UK are in the worst financial situation they have faced for 20 years. The funding crisis means hospices are cutting services and making redundancies.

The role of hospices in the 10-year plan for the health service and the Assisted Dying Bill and associated profile of palliative care mean there is no shortage of opportunities to influence the policy and political agenda. This is why we are expanding our team.

We have strong influence in Parliament and have built significant interest in hospice care among policymakers. We are an important voice in the conversation around Assisted Dying, which will have a significant impact on palliative and end of life care.

Our campaigning efforts have recently led to us securing £100m of emergency funding in England to stem the tide of hospice cuts. But this is not a long term solution. We are looking for a talented and committed Policy and Public Affairs Manager to keep up the pressure and deliver long term reform of the way hospices are funded.

Reporting to	Head of Policy and Public Affairs
Line Manager to	Policy and Public Affairs Assistant (UK-wide role)
Salary	£46,587 per annum
Contract	Permanent, full time
Based at	<p>The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role is eligible for the Hospice UK Hybrid Working Arrangement from the start of employment. Our office is a short walk from King's Cross station in London</p> <p>Whilst we work flexibly, because we work with decision makers in Westminster, there will be an expectation that you can travel to central London at short notice if required. You will also be expected to come into the office at least one day a week.</p>

Closing date for CV & supporting statement	9am on Monday 4 August 2025
Interview date/s	We expect to hold first interviews on Monday 11 and Tuesday 12 August Second interviews on Tuesday 19 and Wednesday 20 August 2025
Contact for Questions	About the process: recruitment@hospiceuk.org About the role: k.reade@hospiceuk.org

You can read lots more about what it's like to work at Hospice UK on our website in the [About Us section](#) and on [YouTube channel](#) and [X \(Twitter\)](#).

What you'll be a part of at Hospice UK

Hospice UK fights for hospice care for all who need it, for now and forever. Our mission is to promote and protect hospice care for all who need it, for now and forever.

As the national champion for hospices, we fight to make sure hospice care is there for everyone, from every background. We fight to make sure hospices are able to deliver the best, most personalised care. We fight to make sure hospices can thrive – today and into the future.

We represent the community of more than 200 hospices across the UK. They do everything they can for children and adults living with long-term illness or approaching the end of their lives. So, we do everything we can to support hospices' incredible, invaluable work.

"As well as the open door policy I have with my line manager, Hospice UK also gives the opportunity for your voice to be heard."

Millie

Hospice UK's Office Manager

Our [ambitious new five-year strategy for 2024-2029](#) is the blueprint for how we can achieve the transformation that is needed and sets out the following three strategic priorities:

- **To improve equity of access:** we will work so people get the end of life care they need, and support hospices to reach those we know are missing out.
- **To enhance quality care:** we will support hospices to deliver individualised quality care amid rapidly changing demands.
- **To achieve sustainability:** we will fight for hospice services, making sure they are well-funded, governed and well-staffed long into the future.

We will only achieve these as a community, by being an outstanding organisation, and a great fundraising organisation.

Our values

We value working in collaboration and with compassion, we are inclusive, innovative and knowledgeable.

About the team



Your Team

Our UK-wide policy and public affairs team of eight sits within our External Affairs department, which brings together our communications, campaigns, policy, public affairs and membership engagement work.

Our job as a department is to be the bold national voice of the UK's over 200 hospices and campaign to fight to ensure everyone can access the high quality end of life care they need. We have a strong track record of winning political campaigns and influencing policy.

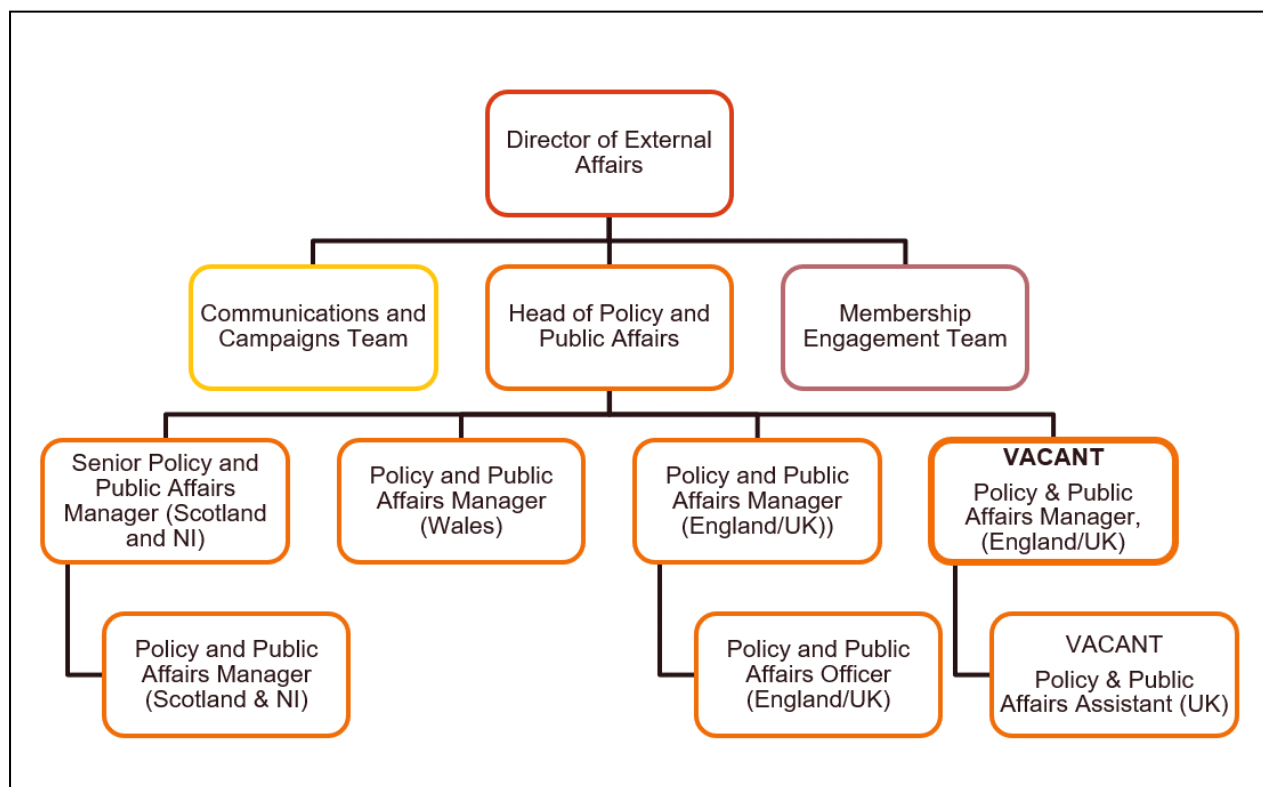
Since the election in July, we have held a parliamentary event with 100+ MP attendees, secured over 60 parliamentary signatures on a letter to the Minister for Care and had our hospice funding campaign raised regularly at health questions and PMQs. We have also made the voice of the sector heard in the Assisted Dying debate so far.

This has led to [an announcement of £100m of emergency funding](#) for hospices and a commitment to includes the sector in plans for neighbourhood health. As well as an amendment to the Assisted Dying Bill that requires the Government to consult with palliative care providers during the implementation period.

Our department's focus, in line with [our organisational strategy](#), is fighting for sustainability so hospices can meet ever increasing demand for their services as well as equity of access to palliative and end of life care.

The policy and public affairs team leads on developing solutions to the big challenges facing palliative and end of life care and hospices. We then make the case for change directly to decision makers across the UK's four nations and support colleagues working with the media, general public and hospices to maximise our impact.

Our team's influencing work does not just focus on decision makers but also supporting hospices to ensure that no one misses out on their care. To this end, some of [our most recent policy reports](#) focus on what the hospice sector can do to ensure that their services are truly accessible to everyone who needs them.



"I've been at Hospice UK for 3 years and I love working here. It's an incredible organisation to work for, that truly looks after the wellbeing of the whole team. Our approach to flexible working is brilliant, giving people the autonomy to make the decision on what mix of working from home and the office works best for them. I'd definitely recommend working here and look forward to welcoming you to the team."

Paul H

Paul Hodgkinson, Corporate Development Manager
(Compassionate Employers)

Your manager

Your line manager will be Katie Reade, Hospice UK's Head of Policy and Public Affairs. Katie has worked at Hospice UK for over three years and is proud to have contributed to the organisation's growth in policy and political influence in recent years.

Prior to working at Hospice UK, Katie worked in a public affairs and campaigns agency. She has built Hospice UK's strong Westminster public affairs presence from the ground up and has significant knowledge of the policy issues facing the sector and people who need their support.

Katie is committed to supporting and empowering her team, making an impact and placing lived experience at the heart of policy development.

I joined Hospice UK in March 2025, and in a short time, I've been struck by how talented, compassionate, and supportive the Policy and Public Affairs team is - a reflection of the wider organisation. With the Government's 10-Year Plan newly published, this is a pivotal and exciting moment to join us as we continue to push for fairer funding for hospices and work to ensure that everyone can access the end-of-life care they need, when and where they need it."

Jodie, Policy and Public Affairs Manager (England)

"No two days are the same. One day I will be leading a focus group for patient and carers, the next I'll be visiting one of our member hospices and the day after I'll be running an event in parliament. Our policy and public affairs team is fast-paced and close-knit. We help each other and share advice and approaches across the UK. I'm proud of what we've achieved for hospices and the families they support."

Helen, Senior Policy and Public Affairs Manager (Scotland and Northern Ireland)

Other teams

No team is an island and none of us are as effective without each other's support. To find out more about the other teams at Hospice UK and get an idea about the size of the organisation, please see the appendix at the end of this document.

Your Key Relationships

At times you'll work with all colleagues across Hospice UK as we all have specialisms to share with one another, but the most important working relationships outside your immediate team will be:

Our media and campaigns colleagues

We pride ourselves on our integrated approach to policy, public affairs, campaigns and communications. Excellent media and campaigns work is essential to securing policy and political impact so we work very closely with colleagues in this area to inform stories, respond to external developments, speak to the media and mobilise the public.

Our programmes team

Our clinical colleagues and those working in data and evidence provide our team with much needed intelligence on the hospice sector, its staff, research and clinical practice. We work very closely with them to examine the policy implications of what they find and inform the support they provide to the sector.

Our member hospices

Our greatest strength is our membership, their expertise and their footprint in almost every constituency across the UK. We work very closely with staff and volunteers in our member hospices to understand the challenges they face, develop policy recommendations and influence decision makers.

About the job



Job Description

As a Policy and Public Affairs Manager in England, you will advocate for change with politicians, cultivate positive relationships with civil servants and other national stakeholders and develop policy in collaboration with our members.

You will personally lead an impressive and wide ranging portfolio of work. This will include leading the charge on securing long-reform of the way hospices are funded in England and taking the next steps in our UK-wide policy and public affairs work on access to palliative and end of life care for [people living in financial hardship](#).

This role also has line management responsibility for our new Policy and Public Affairs Assistant who will be supporting our team across all four nations of the UK.

We are looking for an ambitious and driven professional with the tenacity to drive work forward independently and identify and seize opportunities to make an impact.

There is scope for this role to have significant responsibility and be a real driving force within Hospice UK. We are also committed to giving you the support you need to succeed, develop new skills and progress in your career.

Key tasks and responsibilities

Public affairs and campaigning

- Lead policy and public affairs programmes in England or across the UK that further our strategic aims, including planning and delivering proactive activity and identifying and responding to reactive opportunities.
- Engage with civil servants, parliamentarians and other external stakeholders in England and proactively identify and build relationships with key champions for hospice and palliative care.
- Support senior members of staff with briefings, guidance and analysis to lead high-level engagement opportunities, such as meetings with Ministers.
- Represent Hospice UK and present at external events, meetings and conferences.
- Work with campaigns and media colleagues to provide the policy expertise for Hospice UK communication materials, such media releases, and to build integrated political campaigns with consistent messaging.
- Act as a media spokesperson.

Policy research, development and analysis

- Keep track of Westminster policy and political developments, analysing their impact on hospices and people who need palliative care and briefing colleagues and hospices on this.
- Develop Hospice UK's policy asks of UK Government and work with colleagues across the team on the development of UK-wide policy positions.
- Work with our member engagement team to ensure the expertise of our hospice members informs our policy positions
- Lead high-quality policy research projects aligned to Hospice UK's strategic priorities.
- Prepare and support more junior colleagues to produce succinct and influential reports, consultation responses, briefings, articles and web pages, etc, on policy issues for a range of audiences.

Team and project management

- Develop and manage policy and public affairs projects in England and across the UK, including devising strategy, overseeing budget and developing project plans and milestones.
- Oversee and coordinate the workload of the Policy and Public Affairs Assistant working across the UK.
- Line manage the Policy and Public Affairs Assistant, provide advice and pastoral support. Further their development by working with them on their objectives, learning and development plans and appraisals.

Other tasks

- Deputise for the Head of Policy & Public Affairs and Director of External Affairs when required.
- Occasional UK travel, including to visit members.
- Any other duties that may reasonably be requested of the post holder.

Person specification

We are looking for a proactive and driven policy and public affairs professional with excellent influencing and communication skills. You will have your finger on the pulse and strong political knowledge that enables you to quickly understand and analyse the impact of external developments.

You will be curious about how best to improve people's experiences of death, dying and bereavement and strengthen the contribution of the hospice sector to this. As well as collaborative and committed to building coalitions to maximise our impact.

You will provide leadership but must also be willing to pitch in at all levels to get things done. Excellent project management skills will mean you can identify where our resource is best spent and how to delegate tasks.

We are open to transferable experience and skills. We would therefore encourage applicants to apply even if they do not feel they meet every criterion below.

Application criteria below:

Essential	Desirable
Significant experience in policy, public affairs, campaigns or a related field	Line management experience
Excellent communication, influencing and relationship building skills	Healthcare policy experience
An ability to quickly read, understand and respond to complex information as well as present it in a succinct and compelling fashion	
Strong political instincts and an understanding of what it takes to achieve policy change at a national level	
Proactive and committed to delivering high-quality work	
Organised and able to manage time and workload effectively	
A commitment to championing inclusion, diversity and equity in the workplace.	
Good understanding of Westminster policy development and/or parliamentary processes	

Terms & Conditions



Contract	Permanent
Salary	£46,587 per annum
Probation period	Six months
Notice period	Two months
Work Pattern	35 hours per week. We are passionate believers in working in a hybrid manner that suits you. See the appendix at the end of this document for more details.
Pension	You will be auto enrolled into our pension scheme which is at 4%. Further contributions can be made to the scheme and Hospice UK will match contributions of up to 7% of your gross salary.
Life Assurance	Is provided upon start date at three times salary, subject to acceptance by our insurers
Simplyhealth Scheme	A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental, optical etc. up to a policy limit. All employees will be covered under level three of the scheme.
Cycle to work scheme	Loaning of a cycle via a salary sacrifice scheme.
Season ticket loan	An interest free loan is available after the completion of probation.
Holiday	25 days in the first year, increasing to 27.5 days in the second year of service and 30 days in the third. <note this will be pro rata if the role is part-time> The leave year runs from 1 January to 31 December.
Location	You will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. The Hospice UK Hybrid Working Arrangement is available from the start of your employment. Whilst we work flexibly, because we work with decision makers in Westminster, there will be an expectation that you can travel to central London at short notice if required. You will also be expected to come into the office at least one day a week.

About Hospice UK



Hybrid working at Hospice UK

At Hospice UK we have been hybrid working for a long time and believe that it's important to let individuals work in a way that makes sense for them. Everyone is different and we have colleagues who love being in the office with everything that brings as well as having whole teams based in all corners of the country.

We recognise that you are an individual and you have a way of working that is best for you. We'll always do our best to accommodate that.

We believe:

It's based on trust. We trust you to choose the best times and places to match the work you do, your personal preferences and to balance this with your own needs and the needs of your team.

- Work is an activity and not a destination. Work is not simply desks in an office that people are required to be at from 9 to 5, a few days a week.
- Community, collaboration and connection are part of who we are at Hospice UK, and we know they are important for your wellbeing. We will continue to provide safe office spaces for you to collaborate and connect with each other.
- Hospice UK recognises that physical presence does not equal great performance. Your performance will be evaluated on the impact you have and the outcomes you deliver, not solely on being at the office all the time.
- We know that there might be times when, even if you'll generally be working remotely, that you feel that being on site is crucial, such as when you first start working at Hospice UK or have started a new role.
- Hybrid working is open to everyone who has a suitable role regardless of how long they have worked for Hospice UK.

Working hours and keeping in touch

We want to empower you to flex the times you work so you can balance your home life around the needs of your role. We trust you to manage your own time and make sure you do the hours you are contracted to do. However, there are some important things we would like you to be aware of:

- We may ask you (with enough notice) to be available at certain times to meet the needs of the charity, and to physically be in the office to collaborate or attend training.
- If you choose to work early or late, perhaps during unsociable hours, please be courteous and respectful to your colleagues. We don't normally expect

our people to respond to emails or calls during unsociable hours, nor should you.

Hybrid working should not be used as a way of carrying on working when you are sick, often called 'presenteeism.' If you are ill, then you need to take time off.

About our teams

Every single person at Hospice UK is a vital part of making our amazing organisation function. None of us can do it alone.

As time goes on, you'll find out more about what colleagues in other departments do, but for now, here's an overview of the individual teams and how, with you, they help Hospice UK change the world.

External Affairs

This new team brings together our communications and campaigns work, our policy, advocacy and influencing work, and our membership engagement function.

Our job as a department is to be the bold national voice of the hospice sector, representing its interests, campaigning and lobbying on its behalf, and improving public understanding of what hospices do and just how important they are.

We're here to make sure as many people as possible, from all walks of life, can access high quality end of life care – no matter who they are, where they are, or why they are ill.

Working closely with our 200+ hospice members, we have a strong track record of winning campaigns on their behalf, most notably in recent years by securing close to £400m in emergency support for the hospice sector during the Covid-19 pandemic.

Our focus now is ensuring that hospices can meet ever increasing demand for their services, with well-funded and well-staffed hospices across the UK.

Programmes

This new team brings together the projects and networks we deliver with and on behalf of our 200+ members, and our health, charity and academic partners. Our projects aim to increase the reach of hospice care to underserved communities. Our networks bring together colleagues and experts in many different roles to share and learn from each other.

We run conferences and masterclasses, including our flagship annual national conference. And we work with hospice leaders to tackle together some of the key issues impacting funding, workforce and service delivery across the four nations of the UK.

Our work is often overseen by clinicians and underpinned by the national evidence we analyse and the data we collect from hospices.

Income Generation and Grants

The Income Generation team raises money for Hospice UK through events, major donors, trusts, individual giving, legacies and corporate partnerships.

The Grants team secures funding from grant-making organisations and then distributes it to hospices via managed grants programmes.

The department is made up of five teams:

- Events and Supporter Engagement
- Major Giving
- Corporate Development
- Compassionate Employers
- Grants.

These teams all work alongside one another to maximise income for Hospice UK and support for local hospices through a variety of activities, campaigns and partnerships.

Our aim is to create sustainable, diverse income streams to enable Hospice UK and local hospices to continue to develop and thrive.

Operations

Operations enable Hospice UK to be an outstanding organisation, supporting and enabling the whole charity to achieve its objectives by providing resources and modern ways of working. We ensure that the best and most skilled staff can contribute to us being a great membership body. Hospice UK needs to be a super place to work to attract diverse talent and we are determined to foster a positive culture and employee experience.

The operations team is made up of our internal support teams:

- **People and Culture** work to look after the people at Hospice UK from ensuring that new colleagues have everything they need (including managing the induction programme and creation of this document) working with managers to find new colleagues and develop the teams they have. Alongside this they make sure that we focus on wellbeing of all the

staff at Hospice UK and are always here when anyone needs to know how to find support.

- **ICT, Digital and Data** supports Hospice UK's vision, mission and strategic priorities by providing technology that helps us all to work efficiently and effectively. They also collaborate with teams across Hospice UK to improve the services that we provide to the hospice sector, members of the public and others.
- **Project ECHO** stands for the Extension of Community Healthcare Outcomes. A learning methodology leverages videoconferencing technology to share knowledge, best practice and provide support across various settings to increase the capacity of resources. This short Project ECHO [animation](#) provides an introduction to how the methodology can develop communities of practice and support the wider health and social care sector.
- **Finance** manages all the income and outgoings for the organisation, ensuring that we use the funds we receive from our supporters in a way that will give the most benefit.
- **Facilities** lead on ensuring that our office and wider means of working are running smoothly and allowing all our colleagues to have a welcoming, functional and enjoyable place to visit.
- **Regulatory and Contracts Manager** - not an employee but works closely with the operations team, and in particular ensures any contracts or agreements we enter into with external organisations are fit for purpose.