

Age Action: Head of Advocacy and Public Affairs **(<https://www.activelink.ie/node/112496>)**



Head of Advocacy and Public Affairs

About Age Action

Age Action is Ireland's leading advocacy organisation on ageing and for older people. Age Action works for a society that enables all older people to participate and to live full, independent lives. To achieve this, Age Action supports and advocates for equality and human rights for all older people and for all of us as we age.

Our work includes a concern to influence perspectives on and responses to ageing. We aim to tackle ageism and other barriers that affect equality of outcomes for older people. We currently work on three broad thematic areas: ageing in place – the right to age well in a home and a place of our choice; health and wellbeing – the right to good health outcomes; and participation – the right to participate fully in the cultural, social and political life of the country.

Values-led

Our work is driven by an organisation that is professional in its operations and lives out its values of dignity, participation, diversity, social justice, and professionalism. The successful candidate will be committed to a values-led approach.

Policy, Participation and Public Affairs

The Head of Advocacy and Public Affairs leads a small team and is a member of the Senior Leadership Team (SLT). Age Action engages with the Government, policymakers, statutory agencies, other advocacy groups, older people and the media to ensure that issues related to ageing and older people are addressed. The advocacy work involves producing policy recommendations that are both evidence-based and rights-based, to inform the development of public policy. Age Action advocates across a number of thematic areas including: housing and energy poverty, transport, abuse and mistreatment, digital exclusion and combatting ageism. Our public affairs communications function in the organisation involves working with the media and creating impactful digital and print communications content suitable for a broad stakeholder audience. The advocacy team is also responsible for advising and supporting other teams on issues related to policy, research and advocacy in their work.

The Head of Advocacy and Public Affairs reports to the CEO and is supported by an external policy expert.

The Role

The Head of Advocacy and Public Affairs will:

- Develop and lead the implementation of a public affairs project plan for Age Action in line with our Strategic Plan, to ensure Age Action is recognised and acknowledged as the leading advocacy voice on ageing in Ireland.
- Initiate and lead out on writing policy briefings, submissions, position papers, reports and research summaries for internal and external audiences, including Age Action's budget submissions.
- Act as a lead media spokesperson and contribute to media and public affairs activities, to promote Age Action's policy positions at local and national forums.

- Develop Age Action's organisational skills, internal structures and capacity to engage in transformative advocacy.
- Maintain an overview of current Irish political and economic developments, relevant to Age Action's public affairs strategy.
- Work closely with other department heads to ensure coherency and good collaboration in communicating Age Action's vision and advancing the organisations strategic objectives.
- Report to funders, donors, Government agencies as required in funding agreements led by the Head of Advocacy and Public Affairs.
- Ensure the voice of Age Action is consistently and coherently communicated through knowledge products and other published content initiated by the Advocacy and Public Affairs team including press releases, digital posts and in media engagements.
- Seek to continuously grow Age Action's sphere of influence by engaging a wide range of stakeholders and utilising opportunities for collaboration and partnership which would advance Age Action's public affairs objectives.
- Represent the organisation at various national and international fora where required
- Monitor and analyse the impact of policies and laws related to ageing and older persons.
- Monitor external research developments.
- Identify and initiate Age Action's research activities on emerging issues with a view to developing appropriate policy positions and papers.
- Engage and develop relationships with key stakeholders in government, the community and voluntary sector, the environmental sector, academia, trade unions, the private sector and others as required.
- Support Age Action's stakeholder engagement activities including consultation with older people through surveys, focus groups and other means.
- Ensure Age Action's work engages with and reflects the voice and lived experience of older people.
- Identify funding opportunities, make funding applications and support the fundraising team to manage donor relationships in the advocacy area.

Management

The Head of Advocacy and Public Affairs will line manage a small team, have budget responsibility, manage external relationships and project-manage commissioned work on behalf of Age Action.

Knowledge/Experience

The Head of Advocacy and Public Affairs will have a track-record of producing policy reports, research or other knowledge products and will have a number of years' experience in a similar role. Postgraduate qualification would be an advantage, and this could be from a variety of relevant backgrounds (including, for example, social policy, social science, law, economics or community work). Equivalent experience may be considered for someone who has a proven track record rather than formal qualifications.

You will be expected to maintain and develop your own knowledge and expertise in relation to ageing and in relation to public policies that affect older persons and all of us as we age.

- A relevant third-level qualification.
- A number of years' experience in a similar senior role and/or using similar skill-sets, ideally including managing and reporting on large projects in the advocacy / campaigning / public affairs area and experience in lobbying government.
- Experience managing, leading and motivating a team in a busy and fast-paced environment.
- Understanding of research and its application.

Skills/Competencies

- Strong negotiation, communication and influencing skills.
- Enthusiastic and resilient.
- Professional in approach

Desirable

- Proven leadership, team management and empowerment skills.
- Strong administrative, analytical and budgeting skills.
- Budget management/funder reporting and relationship skills.
- Ability to identify and source new funding opportunities.

Location

Age Action practices a hybrid working model, this role will combine office-based work in our offices on Camden Street in Dublin two days per week and working remotely. Travel as required to other offices and nationally, as determined by the job requirements.

Conditions of Service

This is a permanent contract, working 35 hours per week. A four-day week can also be considered.

Salary range: €58,119 - €80,242

Annual Leave: 29 days

Other Benefits:

- Pension –10% Employer Contribution, To qualify for this, employees are required to contribute a minimum of 5% of their salary.
- Time off in lieu will be provided for any requirement to work outside normal office hours in the evenings or weekends.
- Discretionary Christmas closure days
- Employee Assistance Programme

How to apply:

Please submit a Letter of application outlining your suitability for the role, and why the role interests you. Please also attach your CV.

Email your application to Jenny Coen at recruitment@ageaction.ie (<mailto:recruitment@ageaction.ie>)

Deadline for receipt of applications is Monday 13th January 2025. First interviews will be held 5th or 7th of February 2025.

Age Action is committed to equality, diversity and inclusion and we do not accept discrimination of any kind. We are keen to recruit colleagues with a range of experience, regardless of age, disability, gender, gender identity, race, religion or belief, sexual orientation, marital or civil partnership status or maternity status.

Region

Dublin 2 / Hybrid

Date Entered/Updated

2nd Dec, 2024

Expiry Date

13th Jan, 2025

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