

ASH PERSON SPECIFICATION

Job title Director of Policy (maternity cover)

Overview The right person for this post will be a highly motivated project manager with experience in policy development, a determined campaigning approach and excellent communications skills.

Further information This is a minimum of 9 month 2 weeks maternity cover. We are happy to consider secondments and job shares.

ASH is small, tobacco-focused, organisation, able to react quickly to changing circumstances. ASH prioritises policy impact as a key success measure and leverages support across the public health community. Working at ASH is demanding and requires creativity, determination, humour, intelligence and a positive attitude.

Key attributes

- **Experience of running projects.** The post-holder will have managed projects and have played an important role in the projects' success.
- **Taking responsibility.** A willingness to accept responsibility for performance of the projects and to take ownership of problems without expecting detailed guidance from the Chief Executive. The person will need to be able to negotiate commitments and objectives with the Chief Executive and be confident that these will be met. You will be able to work under pressure and to meet deadlines.
- **Management.** Experience of managing staff and work programmes is important. The post-holder will take responsibility for the delivery of the work plans and for informing, motivating and supporting staff to achieve their best. The post-holder will also supervise external contracts to ensure successful delivery.
- **Analytical ability.** Some experience in policy development is essential but not necessarily in tobacco control. It is important to have the ability to develop a good understanding of the medical, statistical, cultural, social and economic concepts that underpin the debate on tobacco. This does not mean being an expert from the start but it does mean being capable of understanding these ideas given time. Understanding of, and capacity to engage with, the political process at a local, national and European level is essential. Some relevant practical experience and knowledge of local government, public health or the NHS would be a distinct advantage.
- **Research skills.** A background understanding of research methods is an advantage. The post-holder will work closely with academics from a range of disciplines and have responsibility for supervising research projects such as ASH's annual public opinion surveys.
- **Communications skills.** Clear and lively writing and speaking style is essential. You will need to be able to construct interesting presentations for a range of audiences and quotable statements for the media and those ASH seek to influence - but these will be precise and supported by facts and evidence. Some experience in handling the media is essential.
- **Campaigning experience.** You will have some form of campaigning experience - familiarity with the process of persuading others to change or to support your view. This may have been gained in a campaigning organisation or charity but could equally have been acquired in public relations, marketing, politics or other fields.
- **Networking skills.** The post will require considerable contact with other 'players' in the tobacco debate. You will be required to demonstrate and ability to establish credibility and authority as a senior representative of ASH.

- **Electronic media.** You will need to be competent in the use of computers, e-mail and the internet.