



Royal College  
of Midwives

## Job Description and Person Specification Head of Policy and Public Affairs

<b>Responsibility level</b>	Head
<b>Grade</b>	H
<b>FTE</b>	1
<b>Permanent work location</b>	London based or within reasonable travel to London
<b>Reporting and accountable to</b>	Director for Maternity Improvement & Partnerships
<b>Line management responsibilities</b>	Line manages the Public Affairs Officer and Policy Advisor.
<b>Travel requirements</b>	Travel to RCM HQ & Parliament buildings in London
<b>Live registration with the NMC as a Midwife</b>	Not required.

### Role outline

The primary purpose of this role is to lead and manage a high-performing team to deliver the RCM's strategic objectives through expert public policy formulation and sophisticated political influencing. The post holder will serve as a senior advisor to the Executive team, utilising a strong record in strategic advocacy and reputation management to enhance the RCM's influence across Parliaments in Westminster and the devolved nations.





## Royal College of Midwives

The post holder will be accountable to and support and deputise for the Director for Maternity Improvement & Partnerships and the Chief Policy Officer where necessary.

### Responsibilities

- A. Strategic Political Leadership:** Lead the RCM Policy and Public Affairs team with overall responsibility for all political influencing, public affairs and public policy activities for the four UK countries, the RCM Board, colleagues and members, including dissemination of information to and from their team, i.e. policy developments and analysis.
- B. Policy Influence and Advocacy:** Lead the end-to-end formulation, development and dissemination of RCM public, professional and trade union policy, ensuring a coherent and coordinated approach to all policy work streams on a cross-team and cross-country basis at local, regional, national and international levels.
- C. Public and Regulatory Policy:** Lead the development of RCM responses to government and regulatory consultations, including evidence gathering, stakeholder engagement, drafting and submission.
- D. Member, Activist and Staff Engagement:** Drive and improve the political influence of RCM's staff, members, activists, officers and reps and opportunities to participate in and influence the policy work of the organisation, including advice and guidance as needed.
- E. Executive Counsel:** Provide strategic counsel to the CEO and senior leadership on navigating evolving political and policy landscapes, including health policy and social developments impacting the organisation.
- F. Stakeholder Engagement:** Act as the primary point of contact for internal and external stakeholders, building trust-based, strategic partnerships with external stakeholders, such as MPs, policymakers, government officials and other relevant groups, organisations and individuals.
- G. High-Level Representation:** Represent the RCM in external forums, high-level government meetings, and the media, including participating in the media on-call rota.
- H. Strategic Documentation:** Research and draft key strategic documents, ministerial briefings, and parliamentary reports that translate complex policy insights into meaningful outcomes.





Royal College  
of Midwives

- I. Cross-Functional Collaboration:** Lead cross-functional workgroups and coordinate with Country Directors, Professional Policy, Communications and Employment Relations teams to ensure strategic alignment with RCM campaign goals and business planning.
- J. Performance and Risk Management:** Implement metrics to measure the impact of government relations activities and proactively identify and mitigate political or reputation risks.
- K. Data Protection:** Ensure compliance with relevant Data Protection legislation.
- L.** Any other work as directed by the line manager.
- M.** Demonstrates a commitment to RCM values and behaviours in how they work and interact with others.

## Person Specification

	Essential
Educated to degree level or equivalent relevant experience.	✓
Extensive knowledge and expertise in relation to health public policy and wider social issues.	✓
Political Strategy: Proven and recent experience in a similar senior role, including lobbying, advocacy, or negotiations with political stakeholders at a national or global level.	✓
Legislative Expertise: In-depth understanding of parliamentary and legislative processes, including the ability to deliver briefings on primary and secondary legislation.	✓
Leadership and Management: Proven experience in leading, inspiring, and developing staff, setting clear outcomes to assess team contribution.	✓
Strategic Reporting: Demonstrated experience in preparing corporate reports and executive content, such as inquiry reports endorsed by Ministers.	✓
Budget and Planning: Solid understanding of business planning, including the preparation and management of budgets.	✓
Advanced Communication: Exceptional written and verbal	✓





Royal College  
of Midwives

communication skills, with the ability to translate complex information for diverse audiences.	
Political Intelligence: Proficiency in utilising parliamentary monitoring systems to provide timely intelligence and insights.	✓
Collaborative Leadership: Ability to work both independently and collaboratively, leading by example and supporting a culture of transparency and consistency.	✓
Adaptability: An imaginative, flexible approach to managing competing priorities in a fast-paced environment.	✓
Ability to demonstrate a clear understanding of the issues facing the midwifery profession and maternity services in the UK.	<b>D</b>
Willingness to travel and stay overnight as needed.	<b>D</b>

### Team RCM Skills

- A. Strong IT skills including proficiency in Microsoft Office
- B. Excellent communication skills, both written and verbal
- C. The ability to be flexible and adaptable
- D. A focus on performance and output
- E. A high level of commitment
- F. The ability to take responsibility and to deliver in a timely fashion
- G. Cross functional team working
- H. Managing competing priorities

