

Senior Policy & Advocacy Manager Candidate Pack

**Design
Council**

Design is everywhere....

*"From spoon
to city"*

Massimo Vignelli, Architect

Welcome from the Chief Executive – Minnie Moll

The Design Council is a truly extraordinary organisation with an amazing heritage and reputation. The calibre of our people, the extraordinary talent in our unique network of Experts and the impact we have by working with our clients, partners and Government is without comparison.

In 2023, we launched our new mission and its underpinning strategy: Design for Planet. The greatest challenge of our era is the climate crisis, so as the national strategic body for design, we will be focusing our efforts on galvanizing and supporting the 1.97m people across the design sector to make sustainability central to their work. Design shapes the world and will have a critical role to play in meeting Net Zero targets and beyond. As a design organisation we have power and responsibility to make a difference.

As the National Strategic Advisor for Design we are funded by Government, via AHRC. One important aspect to this funding is that we are a source of knowledge about how design is making a difference, through the frameworks and tools we use, what our research uncovers and what our projects demonstrate.

Thank you so much for your interest in this role. At more than at any other time in our long and distinguished history, now is an incredibly exciting time to be at the Design Council.



Minnie Moll

About the Design Council



The Design Council's purpose is to make life better by design. And our mission is to do that by focusing on Design for Planet. The climate crisis is the greatest challenge of our lifetime and design has a critical role to play.

Design for Planet demands that designers and commissioners of design put planetary needs at the heart of their work to create sustainable products, services and places of the future.

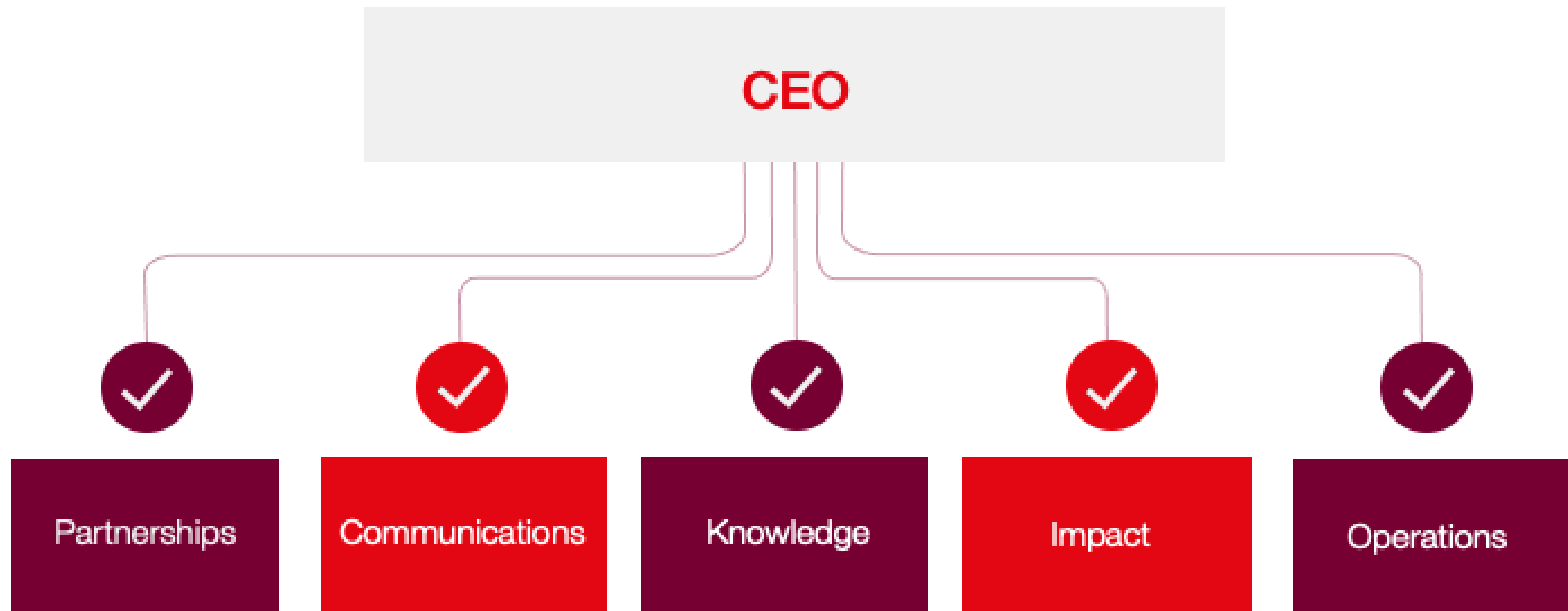
We commission pioneering evidence-based research, develop ground-breaking programmes and deliver policy and advocacy work to demonstrate the power of design and how it impacts the economy, business innovation, places and public services. We bring together designers and non-designers – from grassroots to government – and share with them our design expertise to transform the way they work.

Good design is inclusive design. We actively aim to build a diverse team, and we have a commitment to do that (see our [Equality, Diversity and Inclusion statement](#)). We encourage conversations around flexibility in terms of location, hours and other arrangement so we can welcome people with different experiences, backgrounds and perspectives.

The Design Council is committed to the learning and development of its colleagues so that they gain the necessary skills to reach their full potential and progress within their profession and within the Design Council. We operate a structured career path on set criteria so that colleagues have a clear understanding of how they can progress, be recognised and rewarded.

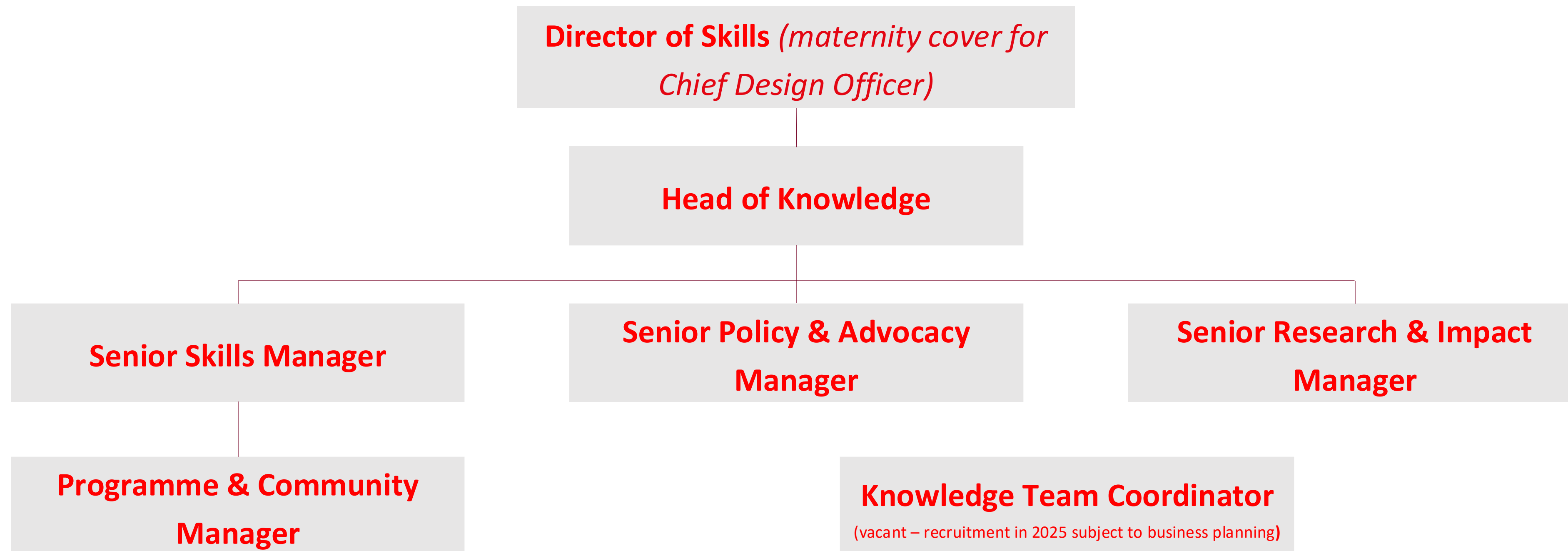
The Design Council

The Design Council is a team of around 40 people. As a small team with a massive remit, we work collaboratively within this structure:



About the Team

The knowledge team is responsible for; equipping designers with the skills to design for planet, ensuring the government* understands the value of design and our mission, generating world-leading evidence to support our mission and overseeing our Design Council Expert network:



**key government departments we engage with include; DCMS, DfE, DESNZ, DfT, DSIT and DBT.*

About the role

Senior Policy & Advocacy Manager

We are looking for a dynamic and experienced individual to help us increase our policy influence and raise the profile of the Design Council, the role and value of design, and our Design for Planet mission. You will be joining us at an exciting time, playing a key role in; overseeing and implementing our government champion strategy; developing a policy, advocacy and public affairs strategy to support our [skills mission](#); and driving forward our four [policy priorities](#).

Core responsibilities:

- Developing and managing a strategic policy, advocacy and public affairs plan that builds the Design Council's reputation and position as the National Strategic Advisor on design.
- Managing strategic policy-related projects aligned to Design Council's Design for Planet mission; communicating a clear vision for these projects, ensuring they align to our organisational strategy and team objectives as part of business planning.
- Building and managing strong relationships with relevant Ministers, parliamentarians, civil servants, policy makers, partner organisations and other external agencies to inform the Government's agenda.

Additional responsibilities:

- Leading the development of key policy publications in line with key moments in the political calendar, including policy briefs, evidence statements, consultation responses, speeches and blogs.
- Maintaining an effective parliamentary and political monitoring system.
- Overseeing the preparation of agile briefs and political insight for senior internal and external stakeholders, drawing on our own research and evidence, and engagement with key stakeholders.
- Representing the Design Council at external events incl. policy roundtables, steering groups and advisory boards.
- Political media management and engagement, including writing press releases, articles and taking part in interviews.
- Management of budget and resources relating to policy, advocacy and public affairs work.
- Monitoring and measuring the effectiveness of our policy, advocacy and public affairs strategy and work.

Salary £50,000 DOE

Contract Full time contract (37.5 hours)

Reports to Head of Knowledge

Location Hybrid working with 2 days per week minimum (preferably more) in our office at 22 Bishopsgate London.

This role will involve some evening work (e.g. attending events) and travel as required in accordance with the needs of the policy work.

About you

Expert Knowledge and Qualifications

Skills & Experience

- Strong policy, public affairs and advocacy capability – at least 5 years' experience working in a relevant role, with a track record of impact
- Excellent internal and external relationship and stakeholder management skills, with an established policy network
- A strong understanding of how Westminster works
- Excellent communication, facilitation and presentation skills (both written and verbal)
- Track record of engaging and influencing a wide range of senior stakeholders including MPs, Ministers, Mayors etc. through a variety of approaches
- Ability to quickly analyse and distil complex data, research and policy documents into a focused strategy with actionable priorities
- Ability to work collaboratively – develop effective working relationships and understand diverse perspectives
- Leadership and line management experience
- Strong planning, budget and resource management skills
- Passionate about our Design for Planet mission

Ideally expertise in one (or more) of the following policy areas:

- Design and innovation
- Net zero and the green transition
- Education and skills
- Housing and infrastructure

Our values & behaviours

- **Boundless Curiosity.** Curious, up to date with design debates and relevant policy environments.
- **Inspire Possibility.** Passionate about creating change through policy, public affairs and advocacy that enables design to have positive impact on people and planet.
- **Powerful Together.** Inclusive and collaborative and supportive of others across the organisation.

Corporate responsibilities

- Proactively identify and manage risks and financial controls in relation to the Design Council and your specific area of responsibility.
- Comply with the Design Council's operational policies and procedures including financial and risk management, project management and evaluation processes, brand guidelines, GDPR, information security, internal health and safety policy and code of behaviours.

Benefits

The Design Council offers a number of benefits.

These include:

- 28 annual leave days pro rata (plus buy up to 5 additional days)
- 2 additional days for Christmas closure
- 5% Employer Pension Contribution (up to 7.5% if matched)
- Life Assurance Policy
- Learning and Development plan (5 full days per year)
- Hybrid working policy (working in our office at least 2 days per week)
- Flexible working policy (if you require to work non-standard hours)
- Season ticket loan
- Cycle to work scheme
- Enhanced Sick Leave
- Enhanced Maternity & Paternity Leave
- Employee Assistance Programme



Join us

Please submit your application to via this [link](#) by **10th January 2024.**

Please email Ishbel Allotey, HR Manager recruitment@designcouncil.org.uk if you have questions about the role.

The Design Council is fully committed to being a diverse and inclusive organisation. We welcome applications from everyone who meets the criteria. If you need any additional support, please do send in an early alert to our email address below.

Visit designcouncil.org.uk to discover more about our work and mission.



“The fundamental idea of design is to make the world a better place”.

Bruce Mau, Designer

