



# The Association of Directors of Public Health

## Person Specification

**Job title:** Public Affairs Manager

	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
<b>Education Qualifications</b>	Degree or equivalent experience	
<b>Experience</b>	Experience of working in a public affairs role Experience of developing successful strategies to influence legislation or government policy	Local authority, health or public sector background National level working Line management Project management
<b>Skills/Ability/ Knowledge</b>	Working knowledge of the UK political system and the mechanisms/tactics that can be used to secure change Political astuteness Able to build strong relationships with stakeholders and to influence decision makers Proven ability to write professionally and tailor to different audiences e.g. letters, briefings Excellent communications and interpersonal skills Excellent organisational and prioritisation skills – delivering successfully to deadlines Excellent IT skills	Knowledge of public health Knowledge of local authority and health organisations
<b>Qualities/ Attributes</b>	Enthusiastic and pro-active – a self-starter - able to work independently and co-operatively in a team Flexible in approach – adapting to changing circumstances Robust, resilient and confident - credible across sectors and agencies Ability to work with a high level of accuracy and attention to detail	
<b>Other requirements</b>	Willing to be flexible with hours and occasional off-site work	