



The Association of Directors of Public Health

Person specification

Public Affairs Manager

	Essential criteria	Desirable criteria
Education and qualifications	<ul style="list-style-type: none"> • Degree or equivalent experience. 	
Experience	<ul style="list-style-type: none"> • Experience of working in a public affairs role. • Experience of developing successful strategies to influence legislation or Government policy. 	<ul style="list-style-type: none"> • Local authority, health or public sector background. • National level working. • Line management. • Project management.
Skills, ability and knowledge	<ul style="list-style-type: none"> • 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 eg letters, briefings. • Excellent IT, communications and interpersonal skills. • Excellent organisational and prioritisation skills – delivering successfully to deadlines. 	<ul style="list-style-type: none"> • Knowledge of public health. • Knowledge of local authority and health organisations.
Qualities and attributes	<ul style="list-style-type: none"> • 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. 	
Other requirements	<ul style="list-style-type: none"> • Willing to be flexible with hours and undertake meetings in London as required. 	