



Setting Standards for
Retirement Communities

Job Pack

Policy & External Affairs Executive

The Associated Retirement Community Operators (ARCO) is the main body representing the retirement community sector in the UK.

Job title:	Policy & External Affairs Executive
Salary:	£35-£40k Depending on experience
Type:	Permanent
Hours per week:	37.5 hours per week
Location:	Tooting with regular travel to Central London and occasional travel beyond
Start date:	As soon as available
Accountable to:	Head of Policy & Communications

Thank you for clicking through for more information!

This is an amazing role for someone as ambitious as we are to make a positive difference! Working with our dynamic team, you'll take on significant and diverse responsibility and play a key role in both developing and delivering policy change. We look forward to meeting you!

Introduction

An ageing population. The housing crisis. Our health and social care systems under intense pressure. We work hard to solve all of these issues – at the same time.

Our vision is for all older people to have the option to live in high quality Retirement Communities in their later years.

Retirement Communities maintain independence, foster friendships and ease loneliness – they create positive outcomes for older people and their families. They also provide a benefit to our public services, free up housing for all generations, and make a huge contribution to our health and social care economy. And residents love them, as evidenced by satisfaction surveys. If that's not something worth getting involved in, what is

The Retirement Community sector

Retirement Communities are about more than bricks and mortar – and are also about more than care. They are about buying or renting high quality housing with a safety net of services to go along with it.

Still not sure what it is? You are not alone – communicating a clear vision of what our sector provides is one of the key challenges ARCO is currently engaged in. The sector is still in its infancy in the UK – only 0.6% of over 65s live in a Retirement Community.

If we were to reach only half the levels seen in other countries with more mature markets, we'd need to build around 250,000 homes by 2030, which is our vision. Doing so will require spending £70 billion along the way, so the opportunities are huge, and we need your input to make it happen.

About you

We have a huge opportunity to shape the policy landscape for one of the fastest growing and most exciting sectors in the UK. We need someone who will join our ambitious policy team as a policy and Government relations expert, capable of building the case for reform, developing a compelling body of evidence and persuading key decision makers to adopt our proposals to help improve the lives of hundreds of thousands of people.

We need someone with strong stakeholder engagement experience – having liaised and built relationships with both internal and external senior stakeholders, someone with an outstanding ability to produce research and policy reports, responses and briefings and someone with an ability to communicate effectively in support of this.

In this role, you will be making a difference today. But the real impact of your work will be measured by whether the Retirement Community sector will have reached its potential in 10, 20 and even 50 years' time.

Currently, we are busy laying the foundations to redefine the future of housing, care, and support for our ageing population.

So, we want your experience, your intelligence, and your enthusiasm for the work we do.

We need someone who shares our passion for improving the lives of older people. We need someone who is a team player, adaptable, energetic, resourceful, and collaborative, who is keen to take responsibility, continually develop, and consistently deliver to a high standard.

We need someone with a strong interest in public policy, able to grasp and develop detailed arguments with good communication skills – capable of writing with flair for a variety of different audiences.

You will be confident representing ARCO in external meetings with key political and policy figures, handling press enquiries, developing thought leadership reports and being part of a high-energy and highly rewarding team.

You will be self-motivated to achieve, and enjoy exceeding expectations. You will have resilience, creativity, imagination, and the ability to think things through and communicate your ideas.

This role is for someone who wants to do something really worthwhile, who wants to make things happen and be part of something big and meaningful.

We know that the right candidate has an exciting career ahead of them and will want to grow and develop their skills and experience in their time with us. We are highly committed to supporting your development and recognise that after a few years you may grow out of this role and take on a new role at ARCO or elsewhere. In doing so you will have delivered a huge amount for our sector and helped to make ARCO even more successful.

Purpose of the role

To play a big role in helping to improve the policy environment for the Retirement Community sector – so that our members can grow and provide good quality housing and care to hundreds of thousands more people. To help ARCO develop our political and policy relationships, impact and influence, and to help ARCO deliver on its objectives, including some support for our media and social media work and wider communications.

Benefits of the role

This role will give you the opportunity to meet and influence senior political and policy decision makers. It will give you the opportunity to take on significant levels of responsibility and to get far more exposure than would normally be associated with a role at this level. In addition you will get:

- 25 holiday days per year, excluding bank holidays and other times the office may be closed
- Some flexibility for home working and reasonable adjustments to working hours
- Employer pension contributions
- Opportunities for training and personal development

About us

We are a small team but we get things done, because everyone mucks in.

Because we're small, we all have the chance to experience and be involved in all aspects of the organisation's work. If you have a passion for hierarchy, legacy systems and an unwavering belief in never questioning the status quo – this role is not for you.

ARCO is seven years old, but we're pretty grown up – with 10 members of staff (including you), a network of 30+ operating members and 60+ affiliates, we provide sector-leading insight, events, and influence (our members describe us as “punching well above their weight”).

Our members are a combination of private companies, charities, and housing associations – what unites us is a joint commitment to older people's wellbeing; providing choice, enabling independence, and delivering high-quality housing and services.

In the UK, sector regulation and legislation for Retirement Communities is still in its infancy. We believe that over time, regulation and legislation for our sector will (and needs to) develop. Therefore, ARCO has put in place its own Consumer Code, designed to drive up standards and consumer confidence. This represents an excellent starting point for future Retirement Community regulation in the UK. Of course, this also means that we need to engage with a wide network of stakeholders, including central government, local government, advocacy organisations, regulators and the media, while working with our current members and affiliates and recruiting new ones – we keep busy!

Key tasks of the role

1. Playing a key role in the delivery of ARCO's public affairs and policy function, including:

- a) Meeting senior stakeholders
- b) Preparing thought leadership reports
- c) Shaping Government and opposition policy
- d) Researching and preparing consultation responses
- e) Preparing briefing notes for stakeholders
- f) Representing ARCO at working groups

2. Contributing to ARCO's media strategy through:

- a) Contact with journalists
- b) Writing press releases
- c) Media monitoring
- d) Posting on social media

3. Other tasks and requirements:

- a) Supporting the delivery of ARCO's Vision 2030. This Vision and its components form the basis of ARCO's activities for the coming years. All ARCO team members are required to undertake any reasonable activities which will assist in the delivery of this Vision.
- b) Supporting the delivery of ARCO's annual conference and other key events.
- c) Being willing to travel during the course of your duties with possible overnight stays away from home.
- d) Undertaking any other duties commensurate with the purpose and remit of the post.

Person Specification

Education	
Degree educated:	Essential
Commitment to continuing professional development	Essential
Experience & Skills	
A strong interest and background in public policy	Essential
Researched and written policy positions and consultation responses	Essential
Briefed senior figures on complex issues	Essential
Self-motivated and pro-active with a high level of accountability	Essential
Excellent attention to detail	Essential
Excellent verbal and written communication skills	Essential
Ability to think creatively and flexibly	Essential
Analytical skills including numerical competence	Essential
Proficiency with Microsoft Office	Essential
Willingness to work flexibly and to tight timescales	Essential
Being comfortable in a small team, working in a variety of roles	Essential
Background working in health, social care, and/or housing	Desirable
Background working across wider communications roles	Desirable
Values-based requirements	
To be committed to the principles of equal opportunities and diversity	Essential
To have a genuine interest in the health, social care, and housing field	Essential
To have a genuine interest in promoting the wellbeing of older people	Essential
To be committed to being an ambassador for ARCO's mission and vision	Essential

How to apply

Please apply with the following:

- A concise and precise covering letter detailing why you are interested in this position and clearly explaining how you meet the person specification.
- A short CV (maximum of 2 pages)
- Two examples of your written work for different audiences setting out a detailed position or argument on any subject of your choice

Please note that the closing date for applications is at **midnight Sunday 29 September 2019**.

Please send your application to **recruitment@arcouk.org**. As we are currently recruiting for more than one position, please put **"Policy & External Affairs Executive"** in the subject line.

Our preference is for the successful candidate to start as soon as possible.

Please note we will not be able to give feedback to every applicant, but we will provide feedback to every candidate we invite to interview.



Associated Retirement Community Operators (ARCO)

The Heals Building, Suites A&B, 3rd Floor
22-24 Torrington Place, London WC1E 7HJ

Email: info@arcouk.org

Twitter: @ARCOTweets

For more information on ARCO, visit:

www.arcouk.org