



UK Drug Policy Commission

Communications Manager: Recruitment Pack

Closing date for applications: 22 September 2010 by 10am

Interviews: To be held w/c 11 October

Thank-you for your interest in this post.

This pack contains:

- Some background notes about the UKDPC & the post
- A job description and role specification
- Key terms and conditions of employment
- Procedural note on the recruitment process
- An application form

Roger Howard
Chief Executive

**UKDPC
Kings Place
90 York Way
London N1 9AG**

The UK Drug Policy Commission

“bringing evidence and analysis together to inform UK drug policy”

Context for our work

What to do about illegal drugs is a policy challenge steeped in opinion, all too often under-provided with reliable facts, evidence and rigorous analysis. Perhaps understandably, political, media and public debate has drifted into ‘simplistic’ solutions, such as the call to legalise drugs or to crack down heavily such as through a ‘war on drugs’. But drug policy is much more than simply the legal status of drugs.

Despite some well developed drug policies, strategies and service interventions, the UK has an unusually severe drug problem compared with our European neighbours. Whilst the UK has some of the most stringent penalties for the production, supply and possession of illegal drugs it also has some of the most developed treatment, prevention and educational interventions.

The need for more and better evidence and objective analysis to inform policy makers is something the Commission firmly believes in and is at the heart of our time-limited work through to December 2012. In short, drug policy is a ‘political hot-potato’ that demands some level-headed analysis and consideration. With a new government in place, there will be much reflection about current approaches and the Commission’s contribution to the process needs to be pro-active and visible.

The Drug Policy Commission

The Commission brings together leading experts from the drug treatment and medical research fields along with senior figures from policing, public policy and the media. The Commission itself is chaired by Dame Ruth Runciman and the small Board of Trustees, which manages the charity, is chaired by Jan King. You can see more about who is involved on our web site: www.ukdpc.org.uk

The UKDPC **aims** to improve the effectiveness of UK drug policy by promoting the scrutiny and development of policies based on objective analysis of all the available evidence. In essence we are a small specialist ‘think-tank’ but without any political affiliations or moral preconceptions.

Our **objectives** are to:

- *Provide independent authoritative and objective analysis of UK drug policy.*
- *Further understanding of the evidence base and its implications for drug policy.*
- *Encourage policy makers to adopt evidence-based policies.*

Our objectives may seem ambitious, so our **practical role** is to:

- *Analyse, scrutinise and evaluate different aspects of policy, both during their formulation and implementation.*
- *Be an early port of call for policymakers/advisers for input into new policy ideas at an early stage.*
- *Develop, share and promote knowledge and understanding of effective drug policies, and*
- *Contribute to the environment in which UK drug policy is discussed and formulated.*

Although originally funded for three years in 2006, our principle funder, the Esmee Fairbairn Foundation, decided to continue funding the Commission's work through to the end of 2012. It is currently felt that if we continue beyond then, we run the risk of "the law of diminishing returns".

Early on the Commission took the view that, to make maximum impact it would address a series of specific policy issues or themes. Consequently we have examined the following areas (reports of which can be found on the web site):

- Drug policy in the UK
- Drug related offending and criminal justice interventions
- Tackling drug markets
- Getting recovering problem drug users into jobs
- Recovery from drug dependency
- Reducing drug harms through enforcement
- The role and contribution of families in supporting problem drug users
- Understanding the needs and challenges of drug problems for different minority groups
- Addressing stigma and prejudice towards recovering drug users (ongoing)

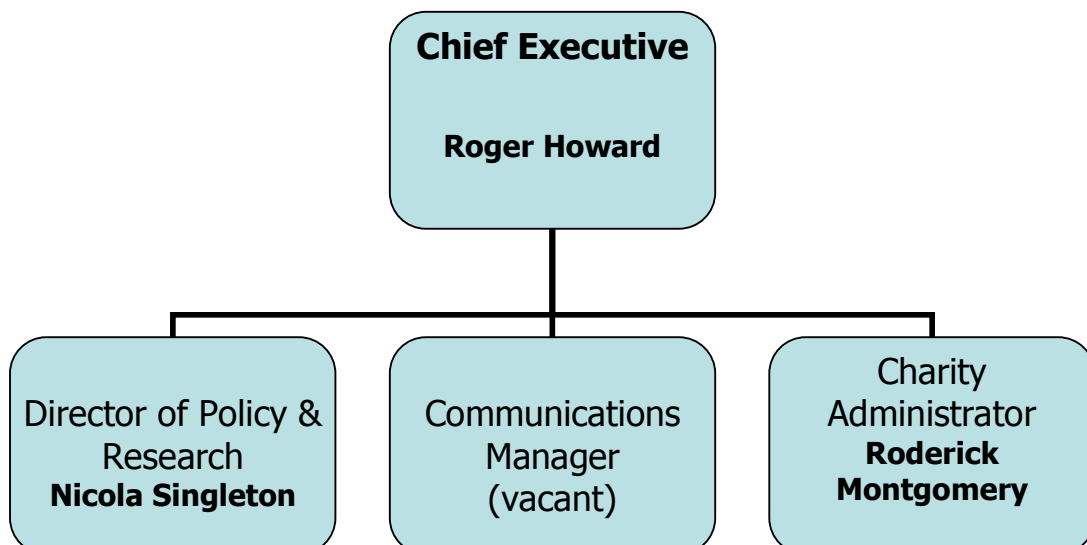
Our current programme of projects includes reviews of:

- Control of new drugs
- The extent and nature of support for families
- Tackling drug problems in an era of innovative localism and austerity
- The governance of drug policy in the UK

In addition, the Commission has made various submissions to government and parliament on a range of relevant and connected policy matters.

For each of our policy project reviews, we usually convene an expert advisory group, led by one of our Commissioners. Crucially, we seek to involve policy influencers and experts in these from the beginning to ensure the conclusions and recommendations get traction. Where appropriate and fundraising allows, we commission external research to underpin the review.

The staff **team** is a small and energised one working with the Commissioners who, as you will gather from our website, have considerable expertise and influential networks.



Our **budget** over the three years to 2012, of just over £1m, will mainly be allocated to staffing and office overhead costs. As with many small organisations, our key asset is our human resources and there is very limited secured additional provision for communications and research activity. Hence we will need to add to this and an important function of all team members is, in different ways, to help lever in additional resources to support our goals.

Our **strategic priorities** over the remaining two+ years will be to:

- Complete the evidence reviews and expert policy seminars from which we can generate quality products and outputs.
- Position UKDPC as a key and visible influencer. This is very much the focus of the Communications Manager.
- Ensure a legacy for our work.

The communications function

In order to focus our limited resources we have to target those people and bodies who can bring influence to bear. The **primary** targets are those actively involved in formulating policies, such as: Ministers; Shadow Ministers; advisers; civil servants; parliamentarians and professionals. This group is the primary focus of the Commission's communications and influencing efforts and it is crucial we have regular visibility amongst these groups.

The target audiences are of course **influenced** by others such as: experts; think-tanks; researchers and scientists; lobby groups & campaign organisations along with social commentators and the media. These secondary targets are also important in securing a longer term legacy for the Commissions work, as they can be both allies and future champions once our work is complete.

In the world of drug policy, it can be easy to get 'quick' or controversial media headlines, especially on certain issues. What is much more challenging is to achieve coverage of more nuanced scientific analysis or incremental shifts in policy in a way which does not conflict with the core principles of evidence and objective analysis. In short we aim to inform and influence, rather than campaign.

Inevitably in a small organisation, the Communications Manager has responsibility for all of the practical functions, including the delivery of publications (web and print products); marketing (eg through seminars, stakeholder engagement), media relations (external and internal briefings via regular newsletters) and public affairs (eg parliamentary liaison). This may seem challenging as it will involve switching between doing the basic communication operations while at the same time seeking to engage with policy makers and other 'stakeholders' and potential partners.

We do not have significant communications budget to manage, nor do we undertake high profile campaigning work. But influencing policy makers, along with the 'movers and shakers' who they listen to, to adopt more evidence based drug policies in the current climate requires more subtle processes, and you will be a key resource for achieving this.

This is an ideal opportunity for someone who already has some experience of working in the science and/or social policy fields and is looking to gain deeper hands on and high profile experience of the communications function in a small organisation in a politically and media sensitive arena.

We need a very pro-active, 'can-do' person who can work flexibly in a small team.

UK Drug Policy Commission

Communications Manager - Role profile & specification

PURPOSE OF POST

The purpose of the post is to manage the Commission's communication and dissemination efforts.

REPORTS

The Communications Manager reports to the Chief Executive. You will also have a close regular working relationship with the Chair of the Commission and its other members (see website for details), as well as with other staff.

KEY RESPONSIBILITIES

- Manage the media relations function, seeking to maximise opportunities, including use of Commissioners.
- Manage and deliver all 'basic' publishing outputs (print and electronic) including editing, design, print, promotion and dissemination of reports, newsletters, web content etc.
- Coordinate appropriate marketing activities (eg brand promotion, events, 'stakeholder' engagement and relationships, in collaboration with other staff).
- Develop and manage the relationships with key influencers throughout the UK (eg parliamentarians, civil servants, advisors and researchers).
- Reporting on communications activities (eg performance/impacts monitoring and reporting; evaluations systems; databases; regular communication outputs etc)
- Represent UKDPC externally and collaborate with other relevant organisations
- Contribute to plans and activities designed to attract complementary fundraising and sponsorship
- Input into strategic development and action plans and take on other responsibilities as may be reasonably required

KEY ACCOUNTABILITIES

- Delivery of the communications strategy
- Brand, communications product quality and reputation management
- Web site presence & updating
- Publications and events coordination
- Keeping colleagues & Commissioners abreast of relevant external programmes & initiatives
- Communications performance monitoring and reporting on strategy implementation

PERSON SPECIFICATION

Experience, skills & knowledge required	Level	
	Essential	Desirable
Track record of external facing communication functions.	<input checked="" type="checkbox"/>	
Excellent proactive relationship building and networking skills amongst relevant stakeholders and influencers across diverse sectors	<input checked="" type="checkbox"/>	
Strong writing, oral communications and persuasion skills with the potential to work at senior levels in a politically sensitive area	<input checked="" type="checkbox"/>	
Ability to deliver communication products speedily, creatively and to high quality with attention to detail	<input checked="" type="checkbox"/>	
Strong and flexible team player who can be relied on to be proactive and creative in delivering communications objectives in a small organisation	<input checked="" type="checkbox"/>	
Relevant qualification(s)		<input checked="" type="checkbox"/>
Knowledge of science and public policy eg health or crime, drugs, justice policy & services		<input checked="" type="checkbox"/>
IT Skills (eg MS Office and basic Website management)		<input checked="" type="checkbox"/>

To assess the above at the initial long-listing stage we will scrutinise written applications only. If invited to interview we will then elicit more information through a mixture of interview, written & verbal assessments, references and scrutiny of qualifications.

Brief Conditions of Service

Salary: £30k pa

Hours of work: 37½ hrs pw. Core hours 10am-4pm Monday-Friday.

Place of work: The office of UKDPC, as of March 2007 is Kings Place, 90 York Way, London N1 9AG. If this changes you will be required to work at a different location.

Holiday leave: Statutory bank holidays (unless required to work when equivalent TOIL can be taken) plus 25 days pa (with possible requirement to take some of the allowance between Christmas and the New Year)

Probationary period: 3 months

Pension: Contributory provision with 5% matching contribution of gross salary into your personal pension plan from the date of successful completion of the probationary period

Notice: during probationary period, one weeks notice either side. Thereafter, one month by employer and two months by the employee.

Travel & unsocial hours: this post may involve some travel away from London involving possible overnight stays.

Procedural Note on recruitment process

- Completing the application form: Please relate your skills and experience (work and voluntary) to the person specification. Would you ensure all sections of the form are clearly completed so they may be copied. Please feel free to enclose additional information but keep this to the necessary minimum. We will ask to see originals of any qualifications mentioned along with firm evidence of your ability to work in the UK.
- Selection for interview: we will be selecting people for interview using the stated person specification criteria as indicated and assigning scores to your application based on the information provided.
- References-verbal & written: If for any reason you do not wish us to approach referees, please indicate this in your application stating at which point we may do so.

Returning your application form:

Please return your application form to rmontgomery@ukdpc.org.uk or to:

**Roderick Montgomery
UKDPC
5th Floor
Kings Place
90 York Way
London N1 9AG**

And ensure your application reaches us by 10am on Wednesday 22 September