

JOB DESCRIPTION

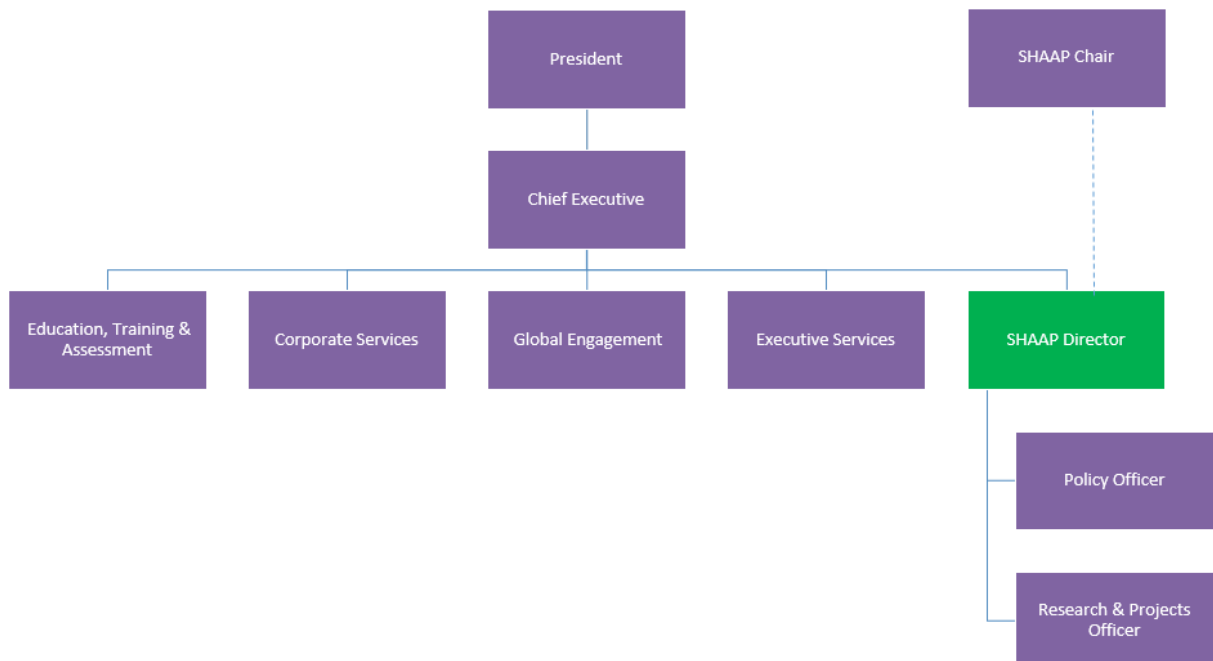
Section 1 – Description

Job Title: SHAAP Director – Scottish Health Action on Alcohol Problems
Location: RCPE, Edinburgh
Reports to: Chief Executive, RCPE
Date: March 2021

Section 2 – Job Purpose

To enhance SHAAP’s position as a key player in advocating for effective and cost-effective alcohol policies. To lead and support SHAAP advocacy, research, informational and educational activities and promote wider awareness of alcohol-related problems amongst health professionals, policy makers including politicians, the media and the public within Scotland, the UK and at international level; to develop and implement and review the SHAAP business plan and to account for its delivery; where appropriate, to secure additional external funding for future development and activities. To reinforce relationships with Medical Royal Colleges and Faculties in Scotland so as to have independence and authority in the advice it offers and the actions it undertakes. SHAAP monies are held in a restricted fund by the Royal College of Physicians of Edinburgh, which has financial and legal responsibility for SHAAP.

Section 3 – Organisation Chart



Section 4 – Dimensions

- Delivery of SHAAP’s Business Plan, engaging RCPE and the Steering Group in guiding and reviewing achievements and priorities and developing and delivering an annual work programme
- Adherence to SHAAP’s Governance document (2020)
- Manage relationships with SHAAP Steering Group, with close working partnership with the Chair
- Build and maintain relationships with key internal and external stakeholders
- Delivery of outputs, including: research reports, topic-specific briefings, policy reports, expert seminars, conferences, Parliamentary and media briefings and comment and public-awareness resource materials.
- Provision of activities and financial reports and submission of these as specified in funding agreements
- Lead and develop campaigns across a range of alcohol-related policy issues
- Lead on submission of responses to policy consultations and other documents

Section 5 – Main Responsibilities

- To lead on external relations, engaging the support of the Steering Group Chair and members
- To lead on relationships with funders, including delivering the Business Plan and liaising with the Steering Group Chair and members to engage their support for this
- To lead on relationships with Medical Royal Colleges and Faculties in Scotland, in line with SHAAP’s Governance document (2020), ensuring they are kept informed of SHAAP activities and have the opportunity to contribute to them
- To enhance partnerships and links with key organisations in the alcohol field throughout the UK, Europe and worldwide
- To develop and maintain a strong media profile for SHAAP in Scotland
- To provide strategic and content advice about media, policy and Parliamentary activity to the RCPE and the Medical Royal Colleges and Faculties in Scotland
- To identify and attract, where possible, new sources of project funding
- To initiate and sign off on all SHAAP policy documents, working closely with the Steering Group to develop these
- To support the functioning of the SHAAP Steering Group, in line with SHAAP’s Governance document (2020)
- To line manage all staff (currently two others) as well as contracted staff and external contractors, including consultants and academic researchers
- To manage the SHAAP budget and produce financial reports as required for funders (currently on a quarterly basis for Scottish government)

Section 6 – Planning and Organising

The SHAAP Director reports directly to the Chief Executive of RCPE, while also receiving advice from and communicating with the SHAAP Steering Group.

- Lead on strategic planning
- Lead on prioritising key advocacy priorities
- Delivery of annual business plan and day to day management of this
- Financial planning and management
- Identifying and actioning new funding opportunities
- Co-ordinating the activity of the SHAAP Steering Group, working closely with the Chair

Section 7 – Decision Making

The SHAAP Director reports directly to the Chief Executive of RCPE, while also receiving advice from and communicating with the SHAAP Steering Group.

- Effective implementation of business plan
- Management of SHAAP budget
- Organisation and planning of own and other staff's workload
- Performance management
- Recruitment of new/replacement staff

Section 8 – Internal and External Relationships

Internal

RCPE Chief Executive

SHAAP staff

Chair of SHAAP Steering Group

SHAAP Steering Group

Colleagues in RCPE departments

External

The SHAAP Director interacts with a variety of stakeholders and partners, in Scotland and beyond, including:

Politicians, including Ministers

Senior civil servants

National and local media, including providing interviews

Health professionals

Medical Royal Colleges and Faculties

Senior representatives from voluntary sector organisations

Researchers and senior academics

Members of the public

International organisations, including Eurocare, the European Public Health Alliance (EPHA) and the World Health Organization

Section 9 – Person Specification: Knowledge, Experience and Skills Required

Essential

- Educated to degree level or ability to demonstrate equivalent competence
- Persuasive influencer
- Ability to build, maintain and utilise relationships with different groups of stakeholders
- Ability to innovate, plan and manage and to work flexibly in changing contexts
- Knowledge of public health issues and specifically Scottish alcohol policy
- Ability to advise and decide on and to communicate SHAAP policy positions
- Ability to maintain and enhance relationships with Scottish government while maintaining SHAAP's independence
- Ability to analyse critically and present research findings for a range of stakeholders
- Experience of working with the media
- Experience of personnel, budget and project management
- Excellent written and communications skills, including experience of giving formal presentations
- Excellent IT skills and experience

Desirable

- Relevant post graduate qualification – for example in Policy, Management or Public Health
- Engagement with alcohol policy field
- Track record in attracting external funding
- Experience of producing briefings, and/or policy papers and/or consultation responses
- Research experience

Section 10 – Job Context and Special Features

The post of SHAAP Director is a key policy role in Scotland as it spearheads the collective efforts of the Medical Royal Colleges and Faculties in Scotland to reduce alcohol-related harm and is important in influencing policy developments in Scotland and to some extent, at international level.

The Director is the lead officer for SHAAP, reporting directly to the Chief Executive of RCPE, while also receiving advice from and communicating with the SHAAP Steering Group on strategic policy positions and priorities. The Director is the lead officer in managing relationships with funders, including the Scottish Government as lead funder. The Director is responsible for ensuring that SHAAP is ideally placed and takes advantage of opportunities for progressing its agenda to influence alcohol policy and service delivery.

Since 2015, SHAAP has been funded by Scottish Government on the basis of a series of three year business plans, with annual workplans which it reports on every six months. It has recently worked with Government to submit a proposal for funding for April 2021-March 2024 to continue to develop and expand its work.

- SHAAP is a partnership based at the College and its work is guided by a Steering Group with representation from other Medical Royal Colleges and the Faculty of Public Health in Scotland.
- SHAAP provides the authoritative medical and clinical voice on the need to reduce the impact of alcohol-related harm on the health and wellbeing of people in Scotland and the evidence-based approaches to achieve this.
- SHAAP is advised by a Steering Group made up of members of the Medical Royal Colleges in Scotland, the Faculty of Public Health in Scotland and invited experts.
- SHAAP works in partnership with a range of organisations in Scotland and beyond. Key partners include Alcohol Focus Scotland, the British Medical Association (BMA), the Scottish Alcohol Research Network (SARN), the Scottish Recovery Consortium, the Alcohol Health Alliance, the Institute of Alcohol Studies, Eurocare, The European Public Health Alliance (EPHA) and the World Health Organization.
- RCPE holds the employing contracts for staff and acts as banker for SHAAP.