



**Action for
Pulmonary
Fibrosis**

Senior Policy and Public Affairs Manager

Charity Commission England & Wales Registered Charity Number: 1152399
Scottish Charity Regulator Number: SC050992

actionpf.org

Job description

Job title:	Senior Policy and Public Affairs Manager
Location:	Remote – regular travel around the UK, including the charity’s Peterborough office.
Salary:	£40,000 – £45,000 per annum (pro rata if part-time)
Hours:	Full-time, 37.5 hours per week. (Part-time considered, minimum 4 days) Typically, 9:00 am – 5:00 pm, with flexibility to maintain a good work–life balance. Occasional out-of-hours work may be required, with time off in lieu.
Reports to:	Director of Policy, Research and Involvement
Direct Reports:	Policy and Public Affairs Officer
Role Areas:	OneVoiceILD: Lead an effective OneVoiceILD movement, our vehicle for transformational systems change in the NHS. Policy: Provide leadership on our policy priorities across all four nations of the UK. Public affairs and influencing: Lead a strong programme that brings our policy and influencing priorities to life through targeted engagement with key stakeholders.

About Action for Pulmonary Fibrosis

Action for Pulmonary Fibrosis (APF) is a national charity dedicated to improving the lives of individuals and families affected by pulmonary fibrosis. We fund research into better treatments, provide essential support to patients, and campaign for better access to care. Our mission is underpinned by values of compassionate, bold, expert, and collaborative. We believe in creating a supportive environment in which both our employees and beneficiaries can thrive.

Founded in 2013 by people affected by PF and clinicians, APF has grown into a respected national charity rooted in community and evidence.

We provide trusted information and support, help a growing network of support groups, campaign to improve access to care, and invest in research to bring hope of new treatments. APF strives to be an organisation of equity and inclusion, welcoming people from all backgrounds – our team and volunteers aim to reflect the diverse communities we serve. In 2025, we launched an ambitious five-year strategy (2025–2030) co-created with the PF community, which focuses on expanding support, transforming care, and accelerating research. This strategy marks a step change with a clearer focus, stronger delivery model, and greater ambition to ensure no one faces pulmonary fibrosis alone.



Role purpose

The Senior Policy and Public Affairs Manager will play a key role in positioning Action for Pulmonary Fibrosis as the leading voice in improving PF care. The postholder will take a leadership role within the Policy and Public Affairs team, providing strategic direction on our key policy priorities.

Working with the Director of Policy, Research and Involvement, you will lead the development and implementation of policy initiatives that align with the organisation's strategic priorities including OneVoiceILD, our movement to bring transformational systems change to how NHS services are delivered across the UK.

This is a highly visible position, working in collaboration with healthcare and allied health professionals, commissioners, researchers, voluntary sector partners and within the wider respiratory community.

As a member of APF's Organisation Leadership Group, the PPA Manager will collaborate to drive operational delivery of strategic priorities, coordinating cross-team activity, support organisational communication and culture, and review risks, procedures and operational performance.

Key responsibilities

Strategic leadership

- Lead the development and delivery of our strategic policy projects, including OneVoiceILD, national policy influencing, and data.
- Develop an implementation plan for each nation of the UK, aligning with the relevant national health system and priorities.
- Provide strategic counsel to the Senior Leadership team on policy areas.

Public Affairs and Influencing

- Design and lead a strong public affairs program, bringing policy priorities and influencing objectives to life through targeted engagement with key stakeholders.
- Develop long-lasting organisational relationships with key stakeholders, including parliamentarians, civil servants, healthcare professions, and NHS commissioners.
- Design and oversee impactful events, meetings, and briefings, ensuring our policy priorities are communicated to external stakeholders.
- Work with the Communications team to shape campaigns with a strong evidence-base and patient experience at their heart, and to keep our supporters and stakeholders updated on our influencing activity and policy work.

OneVoiceILD

- Lead an effective OneVoiceILD movement, our vehicle for transformational systems change in the NHS.
- Ensure that the OneVoiceILD is a strong movement, led by the Steering Group and Lived Experience Panel.
- Oversee project support to OneVoiceILD and its working groups.
- Organise the program and speakers for each of the two OneVoiceILD meetings per year, working with the Steering Group and working groups to keep these meetings aligned with priorities in PF.
- Develop and maintain strong working relationships with the members of OneVoiceILD.



Key responsibilities (continued)

Partnerships, Advocacy, and Stakeholder Engagement

- Forge and maintain strong partnerships with NHS ILD centres, healthcare professionals, and other key stakeholders to improve outcomes for people with PF.
- Represent APF at forums, networks, and conferences to advocate for equitable care and raise our profile as a service provider and partner.
- Contribute service insight to campaigns for faster diagnosis, better care, and fair access to treatments, in collaboration with APF's Policy and Research functions.
- Collaborate across APF teams to ensure service delivery aligns with policy, communications, fundraising, and research priorities.

Leadership and People Management

- Provide effective leadership to direct report(s), ensuring clear objectives, professional development opportunities, and wellbeing support.
- Actively contribute to organisation-wide leadership, supporting cross-team collaboration, resource planning, and change management.
- Work collaboratively with colleagues to secure income for project development and ensure resources are managed effectively and deliver value for money.

Person Specification

We are seeking an inspiring, compassionate, and highly capable leader with the following skills, experience, and attributes:

Essential experience and knowledge

- Proven experience in policy development and public affairs.
- A track record of delivering policy initiatives and influencing health systems (national, regional, or local).
- Experience of stakeholder engagement with senior external stakeholders, such as parliamentarians, civil servants, commissioners, and healthcare professionals.
- Knowledge of the UK healthcare landscape and the role of the voluntary sector in influencing health bodies and government decision-making.
- Experience in organising and delivering high-profile meetings, briefings, or campaigns.
- Exceptional project management and organisation.
- Strong strategic thinking skills, with the ability to see the big picture, identify opportunities, and translate strategy into operational delivery.
- Strong communication skills, both written and verbal, with the ability to tailor messages to different audiences.

- Exceptional interpersonal and communication skills, with the ability to build credibility, trust, and influence with a wide range of stakeholders including healthcare professionals, funders, policymakers, and people affected by pulmonary fibrosis.
- A commitment to ensuring patient voice and lived experience are at the heart of shaping policy.
- Demonstrates a strong personal commitment to EDI and a track record of embedding inclusive practice within service delivery and organisational culture.
- Understands the barriers faced by under-represented groups in accessing support and services and is committed to addressing these within APF's work.

Desirable experience

- Experience of managing budgets and resources effectively to deliver value and impact.
- Knowledge of respiratory health, rare diseases, or long-term condition care.
- Excellent leadership and people management skills, with a track record of building, motivating, and developing high-performing teams.



Diversity & inclusion

At Action for Pulmonary Fibrosis, we are committed to promoting equity and inclusion. Pulmonary fibrosis does not discriminate, and neither do we. We believe that our team should reflect the diverse communities we serve.

We warmly welcome applications from all candidates, irrespective of age, disability, race, sex, pregnancy or maternity, gender reassignment, sexual orientation, religion or belief, or marital or civil partnership status.

Terms of appointment

Contract:	Permanent.
Salary band:	£40,000 – £45,000 per annum (pro rata if part-time).
Pension:	Auto-enrolment (APF contributes 3%)
Holiday:	25 days plus 3 days at Christmas, plus bank holidays (pro rata for part-time). Buy/sell leave scheme available.
Location:	Remote (with regular UK travel including to our Peterborough office).
Hours:	37.5 hours full-time (flexible with TOIL), part-time considered (minimum 4 days per week).
Other benefits:	Flexible working policies, free gym membership at Peterborough office, life assurance.
Probation:	You will have an initial six-month probationary period.
Notice periods:	2 weeks on both sides during the probation period and extending to three months thereafter.

How to apply

Please submit a CV and a covering letter (maximum of two pages) to **HR@actionpf.org** highlighting your skills and suitability to the role, reflecting the key responsibilities in the job description.

First stage interviews to be held virtually on Wednesday 3rd December, second stage interviews to be held at the Peterborough office on Friday 12th December.

