



World Wellbeing Movement (WWM) – Head of Policy & Public Affairs

(Position based at the Wellbeing Research Centre, Harris Manchester College, University of Oxford)

Job Title	Head of Policy & Public Affairs, World Wellbeing Movement
Location	Wellbeing Research Centre, Harris Manchester College, Mansfield Road, Oxford, OX1 3TD. <i>Hybrid working available, however the role will require circa one day a week in Oxford, circa one day a week in London, and occasional national and international travel.</i>
Salary	£55,000 – £65,000 (pro-rata for part-time)
Hours	37.5 hours per week (would consider part-time) <i>Infrequent out of hours work may be required occasionally, e.g. for an event.</i>
Contract type	Fixed term of two years (with a probation period of 6 months)
Reporting to	Managing Director of the World Wellbeing Movement
Start Date	As soon as practical after appointment
Deadline for applications	12 pm (noon) on Tuesday 28 th May 2024
Note for applicants	Please note that this role does not attract sufficient points for sponsorship (we cannot sponsor a visa for this role), so applicants must have the right to work in the UK.

The Company

The World Wellbeing Movement (WWM) is a not-for-profit social impact organisation working at the intersection between academic experts and decision-makers in both business and public policy to translate evidence-informed wellbeing insights into real-world impact.

From our home within the University of Oxford’s Wellbeing Research Centre, we have formed a coalition of global leaders from business, civil society and academia that have come together **“to put wellbeing at the heart of decision-making in both business, and public policy”**.

Our approach to achieving this mission is strongly evidence-based. That’s why our academic partnership with the Wellbeing Research Centre at the University of Oxford is so key. This means all the work we do is backed by high-end academic research, and robust enough to drive positive impact at scale in the real world. The other partners of the movement are global corporations and foundations leading in this field.

If you are interested in finding out more about the World Wellbeing Movement, you can visit our webpage here: <https://worldwellbeingmovement.org/>. You can also watch the footage from our recent podcast interview with World Wellbeing Movement co-founder, Prof Lord Richard Layard, here: <https://youtu.be/wrdmqvrXK3M>, and review the Como Wellbeing Manifesto here: <https://worldwellbeingmovement.org/manifesto>.

The Role

We are seeking a senior Head of Policy & Public Affairs to join our team. The ideal candidate will have a strong track record as a senior policy and public affairs professional with a demonstrated ability to positively influence change in Government policy. A passion for wellbeing science or wellbeing public policy is highly desirable.

You will apply your policy and public affairs expertise to research the wellbeing policy landscape, producing evidence-informed documentation to inform wellbeing policy, and engaging with government bodies, public-sector representatives, and policymakers in the UK, Europe, the US, and elsewhere (with phase one of work focusing on the UK policy landscape). Additionally, you will develop and execute communication and PR strategies (including relevant events) to effectively communicate policy positions to internal and external stakeholders, including the media and the general public. Ideally, you will have an established network, strong communication skills, and the ability to take the lead in generating PR and media cut-through, ensuring our wellbeing policy positions resonate with key stakeholders and the broader public. Given that we operate as a lean startup with a very small team, candidates must be willing to take ownership and initiative in their roles. This is an exciting opportunity to shape wellbeing policy outcomes and drive positive change.

You will report directly to the World Wellbeing Movement's Managing Director. You will join a vibrant and friendly environment, and work alongside both the World Wellbeing Movement team, and the Wellbeing Research Centre team based in Harris Manchester College, University of Oxford, where you will also be a member of college staff. You will be entitled to join a contributory staff pension scheme (Pensions Trust). The position will be for a fixed term of two years renewable subject to availability of finances (with a probation period of six months), starting as soon as possible. Hybrid working is available, however, the role will require circa one day a week in our office in Oxford, and circa one day a week in London, in addition to occasional national and international travel.

Key Responsibilities

- i. *Promote understanding of wellbeing public policy*
 - Devise a Public Affairs and communications strategy to promote the importance of wellbeing public policy.
 - Lead PR campaigns aimed at enhancing public understanding of wellbeing concepts and urging policymakers to make population wellbeing their overarching objective.
 - Lead event planning for WWM-hosted or co-hosted events dedicated to advancing our wellbeing public policy mission. *By way of example, we recently collaborated with WOHASU to co-host the inaugural [World Wellbeing Policy Forum](#), a pivotal gathering of distinguished academics, government policymakers, activists, and business leaders committed to shaping global wellbeing policies.*
 - Generate engaging content, ranging from press releases, op-eds, articles, to social media posts, independently or in collaboration with research fellows and other wellbeing public policy experts as needed. *By way of example, we recently published our inaugural UK Wellbeing Report to shine a spotlight on the inequitable distribution of happiness across the UK: <https://worldwellbeingmovement.org/uk-wellbeing-report-2024/>*
 - Collaborate with the WWM's Public Relations &/or Public Affairs agency to amplify messaging.
 - Ensure brand alignment, and coordination the WWM's Managing Director at all times.
- ii. *Cultivate, maintain and strengthen partnerships*
 - Conduct stakeholder mapping to identify key influencers and decision makers to wellbeing policy across multiple territories worldwide, including within Westminster, Whitehall, and more in the

UK; as well as within international organisations such as the Organisation for Economic Co-operation and Development (OECD), the World Health Organisation (WHO), the European Commission, etc.

- Build and maintain strong relationships with key influencers and decision-makers in wellbeing policy, including elected officials, government agencies, industry groups, funders, NGOs, and other stakeholders. Ensure neutrality by engaging with all political parties initially in the UK (maintaining strong relationships across Westminster, Whitehall, etc.), and later in other countries, thus strengthening the World Wellbeing Movement's reputation as a trusted source of evidence-based insights to inform wellbeing public policy.
- Play a key role in reviving the [UK's All Party Parliamentary Group \(APPG\) on Wellbeing Economics](#) to promote a cross-party, evidence-informed approach prioritising population wellbeing in public policy.
- Provide evidence-informed insights to policymakers to support wellbeing initiatives.
- Support the Managing Director in representing the World Wellbeing Movement at relevant meetings, events, conferences, and public-facing engagements.

iii. Research, policy analysis and documentation

- Conduct regular research, analysis and monitoring of the wellbeing policy environment and brief the World Wellbeing Movement's Managing Director, Board of Directors, and corporate members.
- Develop policy recommendations and proposals based on research findings and analysis.
- Work closely with internal stakeholders, including WWM Board Directors and subject matter experts, to refine policy positions.
- Prepare high-quality policy documents, including reports, briefings, white papers, and presentations.
- Monitor media coverage and public opinion related to policy issues and devise appropriate responses or messaging strategies.

iv. Other duties

- To undertake such other duties and responsibilities that are reasonable for your grade and within your capabilities. The World Wellbeing Movement is a small, scaling team, so all team-members are occasionally called upon to support the work of others.

Selection Criteria

Key Selection Criteria

- An undergraduate degree (or higher) in a related discipline.
- Knowledge and recent experience gained from working within either a policy team, a public affairs team, a government relations role (or equivalent).
- A good understanding of the policymaking process, including knowledge of methods used in policy development and influencing.
- Comfortable liaising with and briefing MPs, parliamentary officials, and other government stakeholders on policy matters.
- Fluent in spoken and written English, with excellent written and verbal communication skills and the ability to distil complex information into clear and concise messages.
- Demonstrated ability to cultivate productive relationships with a wide range of senior stakeholders, such as from academia, civil society, public sector, private sector and third sector.
- Well-organised and able to multi-task, with the ability to work calmly under pressure, and to prioritise and meet deadlines.

- Accuracy and attention to detail (e.g. for drafting reports, white papers, press releases, media briefings, etc.)
- Able to work resourcefully, and with minimum supervision, as a member of a small team – this includes being willing to take ownership of their duties and possessing the judgement to know how and when to take initiative, and when to refer to others.
- Strong integrity, showing respect for others, trustworthiness and responsibility.
- Commitment to the values and mission of the World Wellbeing Movement.
- A genuine interest in the mission of the World Wellbeing Movement

Desirable Selection Criteria

- A Master's degree or higher in a relevant discipline.
- A genuine interest in wellbeing science.
- Experience working with journalists and media outlets.
- Proven experience of working in a scaling start-up environment with an understanding of what that means in terms of adapting to rapid changes

How to Apply

Please email your CV, a covering letter, and the contact details of two referees (all in one PDF) to info@worldwellbeingmovement.org. Please include your name, and the job title "Head of Policy & Public Affairs" in the email subject line. All applications must be received by 12 pm (Midday) Tuesday May 28th, 2024.

Important information for candidates

Benefits and conditions

1. Pension: You will have the option of joining a contributory staff pension scheme.
2. Annual leave: you will receive the pro-rata equivalent of 30 days plus bank holidays to be taken at a mutually agreed time.

Important information for candidates

Pre-employment screening

All offers of employment are made subject to standard pre-employment screening, as applicable to the post. If you are offered the post, you will be asked to provide proof of your right-to-work, your identity, and we will contact the referees you have nominated. You may also be asked to complete a health declaration (so that you can tell us about any health conditions or disabilities so that we can discuss appropriate adjustments with you), and a declaration of any unspent criminal convictions.

Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the College's data protection policy here [harris-manchester-collegepolicy-data-protectionpdf\(ox.ac.uk\)](https://www.harris-manchester-collegepolicy-data-protectionpdf(ox.ac.uk)).

Equal Opportunity

Harris Manchester is an Equal Opportunity Employer. Conduct against fellow employees and College members which is offensive, or detrimental to them on grounds of age, colour, disability, ethnic origin,

marital status, nationality, national origin, parental status, race, religion or belief, gender, or sexual orientation will not be tolerated.