



Job Pack Head of Policy (Maternity Cover)

Thank you for your interest in this role. In this pack please find:

- Information about CPAG and about the role
- Terms and Conditions of Employment
- Job description
- Person specification
- Application form

To apply, please return the application form, taking particular care to provide full details of how you meet the person specification.

Please send your application to recruitment@cpag.org.uk

Closing date for applications: Midnight, Wednesday 14th January 2026

Interview will take place: w/c 19th January 2026

If you require further information or need us to make any adjustments to enable you to participate in the selection process, please contact recruitment@cpag.org.uk.

RECRUITMENT MONITORING

In the interests of monitoring our recruitment procedures we would be grateful if you complete our recruitment monitoring form at the end of the application form.

The form should take no longer than 5 minutes to complete and will not form part of the selection process.



General Information

Head of Policy (Maternity Cover)

About CPAG

Child Poverty Action Group works on behalf of the more than one in four children in the UK growing up in poverty. It doesn't have to be like this. We use our understanding of what causes poverty and the impact it has on children's lives to campaign for policies that will prevent and solve poverty – for good. We provide training, advice and information to make sure hard-up families get the financial support they need. We also carry out high profile legal work to establish and protect families' rights.

Our vision

Our vision is of a society free of child poverty, where all children can enjoy a childhood free of financial hardship and have a fair chance in life to reach their full potential.

Our mission

Our mission is to promote action to prevent and end poverty among children and families with children in the UK.

Our beliefs

CPAG policy positions have stood the test of time for six decades. We hold that child poverty is relative to the society families live in and is characterised by a lack of resources. It is neither necessary nor inevitable and is responsive to policy action. Policy solutions should focus on adequate incomes, prioritise prevention rather than relief, and means-testing should be avoided wherever possible. When governments adopt our solutions, child poverty falls.

Our values

- Ambitious – child poverty isn't inevitable, and we won't stop until no child grows up in financial hardship.
- Voice – our work is informed by the voices of children and families
- Evidence based – we advocate solutions to child poverty based on the evidence
- Leadership – we are the leading advocates for children and families in poverty in the UK
- Independent – we are not afraid to speak out

Our theory of change

- By promoting our values, we advance the public and political will for a society free of child poverty
- By developing evidence-based solutions, we encourage policymakers and practitioners to act to prevent and end child poverty
- By campaigning, we work towards social and political change that will keep families from poverty
- By developing and sharing our social security expertise, we help maximise families' resources and inform our evidence for change.

What We Do

Policy and campaigning

We seek to achieve positive outcomes through our high-profile campaigning work – using evidence to influence government and media. We publish research and information on the causes and effects of child poverty (including briefing materials on our website - cpag.org.uk) and seek radical and practical solutions. Our journal *Poverty*, published three times a year, carries articles and features to inform and stimulate debate on poverty, its causes and consequences, and the action required to tackle it.

Rights and Advice

We provide expert advice, training and information to welfare rights advisers, lawyers and others on all aspects of the social security and tax credit systems. Our staff in London and Glasgow respond to around 7,300 queries a year from advisers. Our bi-monthly *Welfare Rights Bulletin* keeps them up-to-date on new legislation and developments. During the year we reached 12,300 beneficiaries through our training, conferences and seminars. Through carefully selected test cases, we challenge unjust legislation, unfair or discriminatory decisions.

Publishing and Resources

CPAG publishes the major handbooks used by thousands of advisers, community workers, lawyers and members of the public. The *Welfare Benefits Handbook* gives full coverage of all aspects of social security. We publish handbooks and resources on universal credit, housing benefit, child support, fuel rights, debt advice, benefits for migrants, council tax and student support. CPAG Welfare Rights is our platform for advisers to access up-to-date information and tools to navigate the complexities of the social security system. For more information, visit cpag.org.uk/welfare-rights.

There are currently two offices from which this work is undertaken, the main office being in London and CPAG in Scotland, located in Glasgow. There is a recognised union to which most permanent staff belong.

Background to the Post

Based in our London office, the Head of Policy reports to the Director of Policy, Rights & Advocacy.

The postholder provides leadership and management to policy and research staff, in particular taking a lead on our policies on child poverty, our quantitative research programme and our policy positions on social security, including universal credit. We are looking for a team player and excellent communicator, who will exercise their judgement and leadership skills to help our work to reduce child poverty across the UK. They will also contribute to our fundraising and programme planning.

At the time of writing, the government is due to publish its child poverty strategy imminently. The postholder will play a critical role in helping to shape CPAG's medium and longer term work plan in response to the strategy as well as oversee CPAG's wider work on the social security system including the Timms review into disability benefits. This will be a fast moving, high profile and complex policy environment and we will need to balance short term priorities with long term objectives. Next year CPAG will also be developing its own three-year strategic plan so the ability to think strategically about the future will be vital.

The postholder will line-manage our Senior Analyst and Senior Policy Advisor.

We welcome applications on a secondment basis.

The postholder will work closely with the Chief Executive, the Director of Policy, Rights & Advocacy, the Press Officer, the Senior Campaigns and Communications Officer, the Head of Education, and CPAG's welfare rights advisers and solicitors.

Terms and conditions of employment

- Job title:** *Head of Policy (Maternity Cover)*
- Contract:** 12 months fixed-term contract (maternity cover)
- Location:** You will be based in London but you may be able to agree a pattern of regular remote working with your line manager.
- Salary:** Band E (£50,449 to £55,759) - plus a non-contributory (5% of salary) Group Personal Pension Scheme.
- Hours:** 35 hours per week. CPAG operates a 'core hours' and flexi/TOIL (Time Off In Lieu) policy. Flexible working arrangements will be considered (e.g. part time, compressed hours).
- Annual leave:** 30 days a year annual leave (plus additional 4 days during the Christmas/New Year period).
- Other benefits:** Interest free travel loan, automatic enrolment into CPAG's nominated Group Personal Pension Scheme, income protection insurance and 'death in service' provision, and a range of leave entitlements for family and other reasons and other wellbeing benefits (details are on the attached sheet).

CPAG's commitment to equity and diversity

CPAG is committed to a society based on equality, which embraces diversity and where everyone is treated fairly, with respect, and free from discrimination. We recognise there is an organisational responsibility to tackle inequality and encourage diversity in respect of both the work we undertake and the people we employ and also that every employee of the organisation has personal responsibility to abide by and promote the policy.

Everyone has the right to be treated with fairness, dignity and respect. CPAG recognises that discrimination can occur and will promote anti-discriminatory practices for people who may be discriminated against on grounds of race, colour, nationality, ethnic origin, religion, belief, gender, class, HIV & AIDS, age, disability, marital status, pregnancy, people who are gay, lesbian or transgender, people who have dependents or people who are using mental health services.

CPAG is a great place to work

Ensuring access to high quality fair work, especially for parents and carers, is critical to our goal of ending child poverty. There is a recognised trade union that staff are encouraged to join. All staff have a personal development plan agreed with their manager, and the organisation budgets to support training and development needs.

CPAG have been an accredited Living Wage employer since 2012. The real Living Wage is the only rate calculated according to the costs of living. It provides a voluntary benchmark for employers that wish to ensure their staff earn a wage they can live on, not just the government minimum.

We understand that people have different needs and aim to support our team so that they are able to manage work and home responsibilities effectively. Enabling our team to balance work and their personal life in ways that benefit everyone is in line with our values and enables people to contribute to their best ability. We regard flexible working as important and we try to accommodate flexible working practices where possible and practical. Many of our staff work flexibly in many different ways, including part-time or hybrid, and requests can be made from day one. This means we would

be happy to discuss alternative working hours, days and patterns, and any additional needs or requirements.

Additional Information on Terms and Conditions of Employment

- 30 days annual leave
- 4 additional days paid leave during the office Christmas closure
- 9 bank holidays (English & Welsh bank holidays + 2nd of January Scottish bank holiday)
- 26 weeks paid maternity leave and 13 weeks of maternity leave at the current rate of SMP
- Shared Parental Leave
- 6 weeks paid leave for staff whose partner has or adopts a baby
- 6 weeks paid paternity leave including a maximum of 2 weeks statutory paternity pay
- 13 weeks unpaid parental leave for parents or guardians of children up to age 16 (18 weeks for parents or guardians of disabled children)
- 10 days paid leave for staff members who have to care for a dependent
- 5 days paid leave for urgent domestic reasons
- 5 days paid leave for staff who carry out public duties
- 10 days paid study leave subject to agreement by CPAG
- An unpaid career break of up to 6 months available to staff after 2 years' service
- Time off in lieu, flexible working options and flexitime to allow staff to work flexibly
- Access to Employee Assistance Programme and BUPA Healthy Minds counselling
- Occupational Health Service
- Group Personal Health Insurance
- Flu jab vouchers
- Eye sight tests and vouchers
- Season ticket loan
- Cycle to Work scheme
- Monthly staff socials and regular staff away days and Christmas lunch

Arrangements apply pro rata to part-time staff and basic annual leave dependant on start date and hours and runs from April to March.



Job Description

Head of Policy (Maternity Cover)

Title: Head of Policy

Reports To: Director of Policy, Rights & Advocacy

Team: Policy, Rights & Advocacy

Grade: E

Main purpose of job

To lead CPAG's programme of proactive and reactive policy work to effectively support the delivery of CPAG's strategic objectives.

To provide leadership and management to the policy team, and to work cross-organisationally including with our education, welfare rights, comms and fundraising teams.

To take a leading role in supporting CPAG's campaigns and influencing work and to support our engagement across civil society.

Tasks and Responsibilities

1. To lead CPAG's programme of policy work.
2. Provide management to staff in the policy and analysis function to ensure that they are appropriately motivated to perform to their full potential individually and working in teams, including through regular supervisions and appraisals.
3. To ensure CPAG's policy positions are based on and supported by evidence. This includes playing a leading role in ensuring the voices and experiences of those affected by poverty are represented in our work, such as through our partnership with Changing Realities. In addition this involves working closely with our senior analyst to develop our data analysis, including use of key datasets such as HBAI.
4. Work in close cooperation with the Head of Advice and Rights, Head of Education Policy, Head of Strategic Litigation, and equivalent colleagues in our Scotland office to ensure a strategic and joined-up approach to delivering CPAG's organisational objectives.
5. To ensure the production of high quality and authoritative briefings for internal and external CPAG audiences, including submissions to parliament and government on a range of issues relating to child poverty.
6. To take a lead role in the development of ideas and proposals for policy and research projects and analysis to support our influencing and campaigning activities, including generating policy analysis for the purposes of generating media coverage on child poverty.

7. To represent CPAG at speaking engagements, events, relevant coalitions and networks and at meetings with external stakeholders.
8. To take a lead role in scoping and developing policy analysis and research projects, including developing relationships with funders and securing funding.
9. Develop and maintain relationships with key people in government, parliament, academics, and civil society organisations
10. To ensure compliance with all CPAG's policies and code of conduct, with specific attention to equality, diversity and inclusion.
11. To take on any other reasonable tasks which contribute to achievement of the job purpose and the aims of CPAG.

Person Specification

Knowledge, experience and skills

Essential	Desirable
Proven track record of team leadership, including line management supervision	A track record of developing and implementing campaigns
Project management experience	Ability to interpret a range of statistical datasets including Households Below Average Income (HBAI) and other national datasets
Experience of working in a public policy environment to deliver change	Experience of using SPSS and/or other analytical packages
Knowledge of parliamentary processes	
Excellent communication and interpersonal skills	
Substantial experience of carrying out research and policy analysis on poverty, social security, children or related issues to inform and support strategic objectives	
Experience of scoping and developing projects for the purposes of fundraising	
Experience of using quantitative and qualitative research material to support public policy influencing work and campaigns	
Knowledge of campaigning and communications techniques to secure policy influence and support	
Ability to think strategically and respond speedily and effectively to external developments	
Ability to work collaboratively with a range of internal and external stakeholders	
Excellent written and oral communication skills, including experience of public speaking	

Education and Qualifications

Essential	Desirable
Educated to degree level or equivalent	A research degree (MA, DPhil or equivalent) which includes research methodology

Personal qualities

Essential	Desirable
Persuasive and influential	
Ability to work collaboratively as a member of a senior team	
Ability to be self-servicing Commitment to furthering CPAG's work on equality, diversity and inclusion	

Other contractual requirements

Essential	Desirable
Ability to spend occasional nights away from home on business	