

Start Salary £33,564 -
£46,990

BRITISH ASSOCIATION OF SOCIAL WORKERS



**POST TITLE: Communications and Public Affairs
Officer**

Nov-23

SUMMARY OF JOB: To promote the work of the British Association of Social Work Cymru (part of BASW UK) through delivery of a portfolio covering communications, policy, campaigning and political activity. To ensure effective engagement, influence and lobbying of politicians and aides within the Welsh Parliament across all parties and relevant Welsh Government departments. To lead and develop internal and external communications strategies and activities, providing excellent written content for internal and external use. To lead BASW Cymru's campaigning activity and develop BASW Cymru media profile. To work to encourage and support membership participation and consultation. Work on UK policy activities as agreed, including bringing ideas, initiatives, and developments from Wales into UK policy work and vice versa.

BASW is an equal opportunities employer. Employees must have a positive commitment to the implementation of equal opportunities policies.

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Experience	<p>Significant work experience in political, public affairs and/or policy roles</p> <p>Track Record of keeping abreast of policy updates, able to develop position statements and statements on research findings</p> <p>Experience in developing strong written communications, often distilling complex information for a range of audiences for both online and print</p> <p>Significant experience in managing a range of press and media relationships</p> <p>Experience of lobbying and campaigning</p>	<p>Knowledge of the health and social care sector including social work in Wales</p> <p>Experience of working with media/press teams to develop policy content with impact</p> <p>Experience of working in comms/policy team within a social care or social work policy environment/organisation or similar sector</p>	<p>Application form/Interview</p> <p>Application form/Interview</p> <p>Application form/Interview</p> <p>Application form/Interview</p>
Qualifications:	<p>Degree qualification in politics, policy, media, communications, or equivalent</p>	<p>Further qualifications in a relevant area: PR, business, communications, politics, policy, campaigning</p>	<p>Application form/Interview</p>

Training:	Evidence of active engagement with personal professional development		Application form/Interview
Skills/Specialist Knowledge:	<p>Excellent understanding of Welsh political context, legislative process, lobbying, parliamentary and policy processes</p> <p>Evidence of the capacity to build positive relationships with politicians, government officials, journalists and others</p> <p>Solid communications written skills, developing accurate and timely content for online and print, coordinating key messages and adopting for audiences.</p> <p>The ability to reflect complex policy and legislation in understandable summaries for BASW Cymru and BASW UK</p> <p>Strong digital expertise including web and direct emailing</p> <p>Working knowledge of media tools and systems, software and communication designs.</p> <p>High level of knowledge and understanding regarding using information technology packages applicable to this role.</p>	<p>Good understanding and evidence of people skills which facilitate best working with BASW members and colleagues in other teams as well as with immediate Cymru team</p> <p>Knowledge and understanding of how marketing principles can be applied to a not-for-profit organisation and the social work sector.</p> <p>Successful campaign strategies supported by data analytics for impact</p> <p>Welsh Speaker desirable</p> <p>Working knowledge of media tools and systems, customer relationship management systems (CRM) and creative designs</p>	Application form/Interview
Circumstances:	<p>Willingness to work flexibly and travel with occasional pre arranged overnight stays</p> <p>Is able to attend occasional events outwith usual office hours where the work requires.</p> <p>This is a role that could be carried out through a blended approach to home and office based working.</p>		Application form/Interview

Disposition/Attitude:

Recognise and value all aspects of equality and diversity

The ambition to make a clear contribution to devolved policy and legislation in Wales by enabling the membership to participate and engage in political, Parliamentary and Government engagement activities.

Understanding of and commitment to the importance of accessing training, learning and development opportunities

Understanding of those who use social work services being enabled to have greater opportunities to exercise their rights

The desire to develop a public affairs or policy career in the social services, not-for-profit or charity sector

Have the confidence to be able to take part in events and to speak in public about the policy context from a Welsh perspective.

Must be able to work on own initiative whilst being accountable but also to contribute within a team situation.

Ability to work across teams and constructively with colleagues within BASW

Disposition which suggest assertiveness and sensitivity as well as patience in approach.

Clear desire and ability to link to BASW policy team, the Policy, Ethics and Human Rights Committee, and other committees

Application form/Interview