



The professional association for  
social work and social workers

- Post Title:** Communications and Public Affairs Officer
- Responsible to:** National Director BASW Cymru
- Summary of job:** To promote the work of the British Association of Social Work Cymru (BASW Cymru) 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 Senedd 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's 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.

## Public Affairs

1. To initiate, build and sustain links and relationships with the relevant ministers, their advisors, and officials of the Senedd, Committee Chairs, and relevant political party spokespeople.
2. To inform BASW Cymru and to ensure the views of BASW Cymru and BASW are heard by the Senedd.
3. To keep a register of contacts and activities and ensure BASW Cymru's lobbying activity is properly registered.
4. To develop strategies and programme plans to enable BASW Cymru political and policy work.
5. To proactively engage with members to ensure BASW Cymru is representing their interests when engaging with parliamentarians and in developing relevant and effective campaigns.
6. To ensure proactive monitoring of news, parliamentary and policy developments and identify opportunities to advance BASW Cymru's campaigns and political influence.
7. To initiate, develop and deliver opportunities for BASW Cymru through political structures, including delivering oral and written evidence for the Senedd's

- Parliamentary Committees as required by the National Director, responding to consultations on behalf of the membership, engaging with relevant Parliamentary Committees, think tanks and attending events.
8. To track progress of legislation and monitor parliamentary business and political activity to summarise key developments and updates for members and colleagues across the organisation.
  9. To advise the BASW Cymru Standing Committee, Chair, National Director, Policy, Ethics and Human Rights Committee and other BASW Officers on political affairs in Wales.
  10. To liaise with BASW UK Policy and Public Affairs Lead on issues relating to Westminster.
  11. To initiate and support specific political campaigns both as 'stand-alone' initiatives and as part of wider public campaigns and develop coalitions with stakeholder organisations to deliver mutually agreed campaign goals.
  12. To lead on the delivery of a strategy for specified campaigns and adapt campaign strategies to maximise impact in Wales and help monitor the achievement of agreed objectives.
  13. To conduct primary and secondary research and analyse research data to inform the development of BASW Cymru and, where appropriate, BASW UK policies and campaign initiatives
  14. To work with the Social Worker's Union on areas of joint interest including the preparation of joint statements.

## **Communications**

15. To develop and implement a BASW Cymru media strategy for members, to influence external stakeholders and political representatives. To lead the BASW Cymru press office function and develop effective strategies and relationships with media to raise the profile of BASW Cymru, the social work profession and support our campaigns aims. To act as media spokesperson as required by the National Director and work with the BASW UK Press Officer as appropriate.
16. To develop and implement a BASW Cymru media strategy for members, to influence external stakeholders and political representatives.
17. Use a variety of creative tactics to share communications and content, such as web articles, the member 'self-service portal', media releases, social media, email bulletins, SMS and digital.
18. Working within our website content management system (CMS) to add and maintain content, such as web articles, campaign and external relations activity, online resources, and updates on social work policy. Ensure website content is relevant, accessible, and updated regularly to reflect the pace of our key campaign and wider activity. Maintaining and building engagement by creating positive and intuitive user journey
19. To maintain a strong social media presence for BASW Cymru through twitter, Facebook, YouTube, Instagram and other channels. Review the success of

these channels and develop social media campaigns that attract attention to BASW Cymru's messages in conjunction with others.

20. To develop strategies that support and develop our relationships with members, the Senedd, MP's, journalists and other stakeholders. Support the management of stakeholder relations within the CRM system.
21. To produce high quality written materials- suitable for BASW Cymru and, where desirable, BASW UK dissemination reflecting the Welsh political and legislative context, including press releases, articles, editorials etc. as required, ensuring high quality communication, press coverage and online content, dissemination on social media and other appropriate platforms and to work with the BASW UK Press Officer as appropriate.

### **General**

22. To deliver the portfolio of communications, policy, and public affairs.
23. To draft, and comment on, reports and other documents, for the National Standing Committee, and other audiences.
24. To design and develop high quality materials and products for BASW Cymru initiatives in liaison with BASW (UK).
25. To ensure that members and other stakeholders are involved across the activities of this role by establishing and maintaining appropriate working relationships with individuals and groups.
26. To organise events relating to the Communications and Public Affairs portfolio and help deliver them as appropriate in conjunction with the BASW Cymru Events Officer and BASW UK Professional Development team.
27. To ensure that identified activities are efficiently managed within the available budget.
28. To work flexibly as required by BASW, this post will include some irregular hours and ability to travel across the UK.

### **Quality, health and safety**

29. Share responsibility for good health and safety practices, including participating in fire drills and risk assessments, and reporting to management any matters of concern.
30. Undertake all duties in accordance with BASW UK's policies, with particular reference to the Equality and Diversity and Health & Safety policies, and work.

### **Professional Development**

31. To develop and deliver a work program agreed with the BASW Cymru National Director and to participate in development and performance appraisal.

32. Undertake a staff induction programme and assist, as requested, in the induction and training of new members.
33. Participate in staff meetings, supervision meetings, training, team development sessions and other meetings as required, reporting back to the team as appropriate.
34. To take part in improvement activities and lead on the development of BASW Cymru policies in conjunction with the National Director, BASW Cymru staff and the Committee.
35. Undertake development activities as necessary and appropriate to the role.

### **Delivering equality**

36. Foster the equality, diversity and rights of others by ensuring people are respected and valued as individuals and promoting equality, diversity and inclusion throughout the portfolio.
37. Promote the rights and needs of people who use social work services.

### **Other**

38. To ensure that identified activities are efficiently managed within the available budget.
39. To measure impact and monitor progress.
40. Undertake all duties in accordance with all BASW UK policies and work towards their continuing development and implementation.
41. To contribute to, and help shape, BASW Cymru policies.
42. Where necessary, to undertake work in other functions or locations to ensure BASW Cymru commitments are fulfilled.
43. To undertake additional duties as required by the National Director or Chief Executive.