



Welsh Women's Aid
Job Description

Job title:	Head of Public Affairs and Communications
Salary scale:	£38,890.00 - £41,881.00 (NJC PO4)
Responsible to:	Director of Business Development and Operations (DBDO)
Responsible for:	Overseeing a team of 7 including direct line management of: <ul style="list-style-type: none">• Communications and Campaigns Manager• Policy and Research Officer• Children and Young People Public Affairs Officer• Media and External Relations Officer/ Strategic Communications Officer• Prevention Officer
Hours:	37.5 per week
Job Purpose:	A member of the senior management team, the post holder will: <ul style="list-style-type: none">• Provide strategic leadership and oversight of Welsh Women's Aid brand, communications and campaigns work in line with Welsh Women's Aid strategy and values• Strategic leadership and oversight of Welsh Women's Aid policy and public affairs work in line with Welsh Women's Aid strategy and values.• Responsible for contributing towards the delivery of Senior Management Team priorities
Location:	Cardiff, with travel across Wales

This post is open to female applicants only as being female is deemed to be a genuine occupational requirement under Schedule 9, Paragraph 1 of the Equality Act 2010.



Job Details: Main duties

Strategic Management

- Participate in the work of the Senior Management Team to develop, deliver and review a strategic work programme for Welsh Women's Aid.
- Work with other senior managers to identify operational risks to the organisation and manage these through risk management plans and strategies.
- Contribute to the preparation of the annual delivery plan and develop your team plan in furtherance of strategic outcomes and priorities, and the attainment of key objectives and fundraising targets.
- Manage the timely distribution of management information and the production of relevant reports to management, Trustees, members and stakeholders.
- Ensure efficient and effective external communication and information flows, and foster co-operation between staff, members, stakeholders and supporters.
- Build positive, constructive professional relationships with external stakeholders in order to promote Welsh Women's Aid, our members and the sector.
- Keep up to date with relevant developments in legislation, policy, communications, media and campaigns to help drive service improvements for Welsh Women's Aid and the violence against women, domestic abuse and sexual violence specialist services sector.
- Ensure Welsh Women's Aid delivers best practice in integrating an intersectional approach and understanding across service areas and functions, including challenging oppressive practice and leading on your team's anti-racist action plan.

Public Affairs and Communications: Management and Leadership

- Lead on the delivery of the public affairs and communication strategies and programme of work in consultation with the DBDO and CEO, increasing Welsh Women's Aid's profile and maximising our influence across Welsh and UK governments for the benefit of our members and survivors of abuse.
- Secure appropriate representation at key policy forums, partnerships and decision-making groups and ensure that members and stakeholders are informed of relevant policy and legislative developments, trends and issues in Wales, the UK and the EU.
- Lead on the monitoring, analysis and interpretation of policy and legislation which impact directly or indirectly on our work, communicating our impact to members and other stakeholders.
- Lead on the development of organisational position statements, briefings, reports and key messages for both internal and external audiences.
- Oversee the coordination of responses to consultations and calls for evidence, working with peers and second tier organisations to ensure one voice when dealing with policy issues and fully utilising the expertise and experience of the Welsh Women's Aid staff team, our members and survivors.
- Ensure proactive secretariat support to Cross Party Parliamentary Groups and other national working groups in place, liaising with members and speakers to ensure appropriate schedule and content of meetings.
- Develop high profile public campaigns for Welsh Women's Aid, informed by membership and survivor priorities, to achieve real and tangible legislative and policy improvements that benefits survivors and our member services.



- Ensure the provision of information, advice, and resources on campaigns, public affairs and public policy both internally and to our national network of member organisations, relevant agencies and partnerships.
- Ensure strong working relationships and active engagement with journalists, editors and other key news or media contacts so that our profile amongst the public and in communities across Wales is positive and maximised to support delivery of our mission. This includes ensuring an out of hours response is available as needed.
- Oversee relevant Welsh Women's Aid internal and external communications, newsletters and social media activity, ensuring the proactive delivery of regular messages to keep a range of audiences engaged and introducing new platforms where appropriate.

Line Management

- Carry out management, supervision, appraisal and development of staff to ensure that organisational objectives are translated into individual workplans with clear and realisable targets which are regularly monitored and reviewed.
- Work with other senior managers to ensure individual and team workplans align, and promote joint working across teams to meet strategic objectives and targets wherever possible.
- Respond to staffing issues, including disciplinary and grievance issues, as appropriate or requested, in accordance with guidance from HR.
- Role model continuous learning and self-development, building a strong culture of continuous development and knowledge sharing.
- Work with other managers to ensure services are statutory, legally and contractually compliant, and adhere to national service standards and accreditation frameworks.
- Manage budgets and hold lead responsibility for working within confines of the budget.
- Contribute to out of hours on call arrangements in association with relevant managers and senior managers as required.

Policy, Legal and Regulatory Compliance

- Work within the feminist values framework, policies and practices of Welsh Women's Aid.
- Ensure Welsh Women's Aid works within relevant legal and regulatory frameworks with a particular focus on safeguarding, health & safety, quality assurance and equality frameworks, undertaking risk assessments for activities as required.
- Ensure Welsh Women's Aid complies with the law and best practice in relation to data protection.
- Operate and comply with the law and best practice in relation to equal opportunities and ensure the continuing commitment of Welsh Women's Aid to the provision of equal opportunities and anti-discriminatory practice in all aspects of its work.



General Responsibilities

- At all times protect the safety and security of service users, staff, volunteers and buildings, and the confidentiality of records and other information.
- Uphold the right of women, children and young people and proactively assess the needs and safety of children and women to ensure that any risks/needs identified are addressed, in line with WWA Safeguarding Children's policy and WWA Safeguarding Adults policy.
- Maintain clear and adequate records of work done, and to produce reports on work programmes and activities as required by the Chief Executive.
- Be responsible for personal learning and development and keep up to date on research, relevant legislation, policy and practice, and other literature relevant to the role.
- Participate in supervision, training and meetings as required, and assist in the development of services in line with agreed development plans.
- Take direction on projects and priorities from your line manager, which may vary from time to time.
- Oversee the work of volunteers or temporary support staff as required.
- Be self-servicing and carry out word-processing, filing, and administrative tasks necessary to comply with the job description.
- Lead on the organisation of conferences or events organised by Welsh Women's Aid, as required.
- Responsible for undertaking any other duties appropriate to the post.

Variation Clause

Welsh Women's Aid reserves the right, following full and reasonable consultations with the member of staff concerned and with their trade union or other representatives, to vary, add to or alter any of the terms and conditions of employment attached to this post.

This job description will be reviewed annually and may need to be revised according to the priorities of current workload with the agreement of the Executive Board and the CEO.

Monitoring and Evaluation of the Post

The performance of the post holder will be monitored through regular supervision by the line manager and reviewed at each annual appraisal. The post holder is expected to produce regular reports for monitoring and review by their line manager and Chief Executive as required.

General Information and Conditions of Service

- 5 weeks holiday (pro rata) per year, plus statutory holidays.
- Welsh Women's Aid contributes a sum equivalent to 6% of the annual salary to the company pension scheme following successful completion of 6 months probationary period, and subject to staff contribution as part of auto-enrollment.
- Overtime is unpaid; time in lieu is to be taken in consultation with the line manager.



Head of Public Affairs and Communications
Person Specification

Criteria	Essential	Desirable
Qualifications	1) Management qualification, degree or ability to evidence equivalent learning from relevant work experience.	
Experience	2) Proven strategic and operational management experience with a minimum 2 years' experience of developing successful teams. 3) Demonstrable evidence of leadership at a senior management level, and of delivering organisational projects and objectives. 4) Experience of developing and leading successful campaigns and of success in positively influencing relevant opinion-formers. 5) Experience in public affairs at a senior level, and evidence of results in this field, including lobbying or making written and spoken representations. 6) Experience of survivor and/or stakeholder engagement with a track record of achieving effective strategic partnerships. 6) Effective experience of leading and managing change.	
Knowledge and understanding	7) Knowledge of the strategic drivers facing the violence against women, domestic abuse and sexual violence sector. 8) Excellent understanding of Welsh Government, Westminster, Senedd Cymru and Whitehall and local government mechanisms and influencers for change. 9) Good knowledge and understanding of violence against women, domestic abuse and sexual violence services operating within an equality and human rights framework. 10) Understanding of communication and campaigning mechanism to influence change and engage diverse audiences.	D1) Working knowledge of sector funding sources.
Skills	11) Exceptional leadership skills with the ability to develop, motivate and manage high performing teams. 12) Excellent campaigning and influencing skills, supported by exceptional written and verbal communication skills, with the ability to achieve objectives and maintain good working relationships. 13) Excellent skills in quality assurance and able to ensure all team members achieve high standards of communication. 14) Able to develop strategic networks that add value. 15) Able to plan and manage a complex workload, meet deadlines, problem-solve and respond to unplanned demands. 16) Commitment to anti-discriminatory practice and equal opportunities and ability to apply an intersectional approach to all areas of work. 17) High levels of professional integrity and clear boundaries. 18) Adaptable, solution-focused with a proactive and positive approach to emerging issues.	D2) Bi-Lingual in Welsh and English, both spoken and written.
Other	19) Evidence of commitment to our values, vision and mission. 20) Access to transport and be willing to travel across Wales as required. 21) Ability to cover out of hours media and attend occasional evening meetings and weekend events.	