



## Job description

<b>Job title:</b>	Public affairs Lead (fixed term- up to one year)
<b>Responsible to:</b>	Assistant Director of Strategy & People
<b>Responsible for:</b>	Communications Manager, Membership & Welsh Language Manager, Policy & Insights Manager and Learning & Events Manager
<b>Group(s):</b>	Group lead- Voice
<b>Activities:</b>	Communications, Members, Digital Products
<b>Salary:</b>	£38,485 increasing to £40,537 per annum following successful completion of a six-month probationary period
<b>Base:</b>	WCVA operates a hybrid and flexible working policy which means our people can work a proportion of their time at our offices or remotely (including at home). We are a pan Wales organisation with office hubs in Aberystwyth, Cardiff and Rhyl that staff can utilise. There will be a requirement to attend some specific staff events and work engagements at our offices.
<b>Annual Leave:</b>	25 days per annum, plus bank holidays, plus five discretionary days

**Travel:** Use of public transport is preferred; when this is not convenient staff may use their own vehicles or the car rental system. Mileage rates are paid in accordance with recommended Inland Revenue rates

**Hours:** 35 hours per week; flexibly.

**Superannuation:** The post will attract a contribution of 9% of annual salary to WCVA's approved pension scheme.

**Language skills:** **Welsh language essential-** Demonstrated fluency in the Welsh language, including speaking, listening comprehension and reading and writing is essential to the post.

## **PURPOSE**

As lead for the Voice group, you will put our members at the centre to create evidence-based communications and policy, promoting the sector's value and impact.

Within the Voice group you will position WCVA as a trusted brand and strong voice for the sector, make the connections to enable our members to play their full part and influence effectively to drive change. You will also be a strategic lead to realise our ambitions for the Welsh language.

## **MAIN DUTIES**

- Lead on developing a public affairs strategy to improve engagement with Members of the Senedd and Welsh Government on issues relating to the voluntary sector
- Lead on building relationships with our members and networks to influence, shape and achieve communication and policy outcomes
- Provide support to leadership management team and the board of trustees to ensure engagement work informs strategic and operational plans

- Oversee the development and delivery of evidence-based communications and policy campaigns
- Maintain relationships with corporate partners to ensure mutually beneficial engagement between our members and trusted suppliers
- Tell our story in the media, positioning our spokespeople as experts in their fields
- Identify opportunities to build new sector and charity relationships, increasing collaboration and insight sharing with the sector
- Oversee our relationship with the Welsh language commissioner and the development of a Welsh language strategy for WCVA
- Line manage the team, inspiring, motivating and supporting staff so that they are delivering high quality work, working as an effective team, and meeting organisational and individual deadlines/objectives
- Participating in WCVA's Leadership Team, helping to develop and support organisational strategy and planning through taking a bigger picture view
- Provide regular, accurate and insightful reporting on activity against agreed KPIs and outcomes
- Monitor and manage the group budgets, ensuring the team has a good understanding of each budget relating to their own activities

This is not an exhaustive list. The post holder may be asked to carry out additional duties from time to time or, as required, by the developing needs of the service or organisation.

## **PERSON SPECIFICATION**

The following are *essential* skills (candidates who do not demonstrate how they meet the following skills will not be short listed)

1. A commitment to WCVA's purpose.
2. A strong networker and excellent communicator, you will be able to influence and collaborate, forming effective relationships and

partnerships with internal and external stakeholders to deliver great outcomes.

3. A strong interest and understanding of public affairs, parliamentary procedures, PR, and the workings of government.
4. A thoughtful and entrepreneurial self-starter, you will have the capacity and the mind set both to think strategically and to be hands on in implementing activities to a timely completion.
5. A high degree of planning, attention to detail and the ability to prioritise and manage a demanding workload to tight deadlines.
6. Experience of delivering high-quality outputs within a bilingual environment.
7. Experience of working with the media and/ or in policy with access to media contacts and networks.
8. A commitment to promoting a culture where discrimination is eliminated and to provide an environment of equal opportunities where everyone recognises the positive contribution a diverse workforce and community can make.
9. Able to understand everything heard and read in Welsh. Able to speak at length about topics related to the role when leading and chairing meetings and events through the medium of Welsh. Able to summarise information from various written and spoken sources. Able to adapt tone and style when speaking in Welsh dependant on the context i.e., formal or informal settings.
10. Significant experience (minimum 3 years) of playing a management role in successful communications and/or policy campaigns.
11. Significant experience (minimum 3 years) of building successful, outcomes-based relationships and networks to enhance organisational brand or reputation.

The following are *key skills* (these skills are needed for the role but could be acquired on the job or through training within 6 months of appointment)

1. Experience in reputation management, with a proven ability to handle and respond to sensitive issues
2. A professional qualification and/or membership of a professional body in at least one of the key areas of the team