

POLICY AND EXTERNAL AFFAIRS MANAGER

Job Description

Reporting to:	Director
Responsible for:	Marketing and Events Lead Policy and Communications Officer Research Officer
Salary:	£32,130
Hours:	Full time – 37 hours per week

PURPOSE

To work with the Director, Board, staff, members and stakeholders to deliver our [strategic plan](#), with particular responsibility for:

- Developing our policy positions and influencing key decision makers in line with our mission, vision and values.
- Developing and overseeing our policy, research, communications and events functions.

RESPONSIBILITIES

The attitudes and behaviour required of all Cymorth Cymru staff, the organisation's vision, mission, core values and aims, and its policies and procedures are set out in the Staff Handbook. All staff must keep up-to-date and adhere to them as they form part of the contract of employment.

The Policy and External Affairs Manager is specifically responsible for:

Policy and Campaigns

- Working with the Director and the policy team to develop policy positions, influence decision makers and deliver campaigns in line with our mission and vision.
- Ensuring that the voice of our members and the people they support is heard by national and local government, elected representatives, and other key decision makers.
- Raising the profile of our members' work and their contribution to social policy goals with national and local government, elected representatives, and other key decision makers.
- Supporting and challenging our members and other stakeholders to continually improve the quality and impact of services in line with our strategic plan.
- Oversee the delivery of our policy networks to ensure that our members are informed and engaged in emerging policy developments and that Cymorth is aware of members' views and experiences.

Communications and Events

- Driving Cymorth's public relations activity by identifying, maximizing, planning and managing opportunities to improve Cymorth's visibility, influence and impact.
- Working with other staff members to develop, promote and sustain the Cymorth brand ensuring consistency of message and professional, effective marketing of Cymorth's work.
- Working with other staff to develop and maintain our main vehicles for communication including the website and social media and embedding social media skills and knowledge internally to ensure consistent application and maximum benefit for the organisation.
- Working with our Events and Marketing Lead to oversee the successful delivery of our conferences and events to contribute to our financial sustainability, support the learning and development of our members and showcase the latest policy developments, evidence and good practice.

Management and support

- Managing and supporting the Policy and Communications Officer to engage with, consult and disseminate information about policy developments and Cymorth Cymru activities to members and other stakeholders.
- Managing and supporting the Research Officer, to help deliver research and engagement projects that support our mission and vision.
- Managing and supporting the Events & Marketing Lead to develop, market and deliver Cymorth Cymru events which align with key policy priorities and meet the needs of members. Supporting the Director in key projects and other work as required.

MISSION, VISION AND VALUES

Our vision:

A Wales where everyone can live safely and independently in their own homes, realise their aspirations and thrive in their communities.

Our mission:

Connect, strengthen, influence and inspire service providers, policy makers and partners to:

- Prevent homelessness
- Support people to live safely and independently in their own homes.
- Enable people to realise their aspirations and thrive in their communities.

Our values

- **Compassion and respect:** We will demonstrate and promote compassion and respect in all aspects of our work.
- **Independence:** We will be politically independent to ensure that we can act with integrity and for the benefit of our members.
- **Partnership:** We will continue to build effective partnerships across different sectors and policy areas to achieve the greatest impact.
- **Transparency and accountability:** We will be open, transparent and honest in all that we do and we will be accountable to our members for our actions.
- **Making a difference:** Above all, we will strive to ensure that the work we do, and that of our members, has a positive impact on people and communities in Wales.

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Person Specification

The following values, skills, knowledge and experience are essential (E) or desirable (D):

Values	Clear commitment to Cymorth Cymru's mission, vision and values.	E
	Commitment to supporting people's wellbeing and creating a positive work environment where people can develop and flourish.	E
Skills	Ability to engage in strategic discussions, both internally and externally.	E
	Ability to recognise and engage effectively with relevant policy agendas.	E
	Ability to quickly develop effective, credible relationships with a variety of people and organisations, such as people with lived experience, members, partners, government and politicians.	E
	Excellent judgement and the ability to think clearly and respond quickly	E
	Excellent verbal and written communication skills for a variety of audiences and purposes.	E
	Highly organised with project planning skills and the ability to work independently	E
	Excellent leadership skills and the ability to provide appropriate support and challenge to get the best out of people.	E
	Welsh speaker	D
Knowledge	Understanding of devolution and Welsh politics.	E
	Understanding of how to influence policy and deliver campaigns in Wales	E
	Understanding of housing and homelessness policy	E
	Understanding of social care policy and / or VAWDASV policy	D
Experience	Experience in a relevant policy area (housing, homelessness, social care and/or VAWDASV)	E
	Experience of working with local and/or Welsh government officials	E
	Experience of communications and/or public affairs	E
	Experience of working in the not-for-profit sector or for a membership organisation	D
	Experience of managing staff	D
Other	Car owner / driver	D