



Welsh Refugee Council Job Description

- Job title:** **Head of Communications and Engagement**
- Report to:** Chief Executive
- Salary:** £41,072 (Gross) per annum
- Location:** Cardiff Office. Remote working days to be agreed. Usually, a minimum of 2 days in the Cardiff Office per week.
- Terms:** Permanent
- Hours:** 35 hours per week - normal office hours are 9:00 to 5:00pm but this role may involve some agreed out of hours' activity and occasional working away from the office.
- Benefits per annum:**
- ✓ 27 days leave, increasing by 1 day pa to a maximum of 30 days
 - ✓ Up to 2 days paid volunteering leave, up to 3 days paid carers leave and up to 5 days paid study leave.
 - ✓ 5% pension
 - ✓ Access to company paid counselling support.
 - ✓ Staff led Wellbeing Group; with activities such as lunch time food sharing sessions, fitness dancing, and team building events.

We are the Welsh Refugee Council

You will be joining the Senior Management Team at an exciting time in our journey, helping us and the sector to support those who are forced to seek safety. With over 33 years' experience, we are trusted by the communities we serve and are seen as the lead organisation in Wales for sanctuary seekers and refugees.

You will work with amazing like-minded people- who strive to make a difference every day, and challenge hostile practices that limit people's potential.

Our Comms Team recently won the [Smiley Charity Film Awards for 2023](#) and you'll be trusted to get creative and help us stand out.

You can read our latest work on [our website](#), [news pages](#), and social media



We love improving and we have committed to the following quality marks:



Purpose of the Post

As our Head of Communications and Engagement you will lead our work with communications, engagement and influencing policy and practice. You will be a change maker helping us to support and empower those forced to seek safety.

You will line manage a small but mighty team of 3 full-time staff, media contracts, and communication volunteers.

The ideal candidate will be:

- ✓ Personable- with excellent verbal skills. Able to **win over stakeholders**, both refugees and senior stakeholders to influence for change.
- ✓ Able to **work under pressure**, quickly, to tight deadlines, and able to adapt priorities.
- ✓ Have **excellent writing** skills. Able to submit high level briefings, and consultation responses, and ensure key points are communicated for maximum affect.
- ✓ Able to coach and **mentor** team members, ensuring they are empowered to be their best.
- ✓ Experienced with **campaigns** to mobilise communities and stakeholders and increase engagement.
- ✓ Creative- helping our brand, newsletters, publications, social media, and website improve.

In return, you'll receive a decent salary, and very generous annual leave allowance. You'll have opportunities to try out new ways of working and make changes to the way we work. Our previous Head of Communications and Engagement said this about her experience at WRC:

'Being the Head of Comms and Engagement was without a doubt one of my favourite jobs. I got to work directly with some of the most marginalised people in our society, to help them share their stories. This gave me huge job satisfaction, as I could see the direct impact of my work in shifting the narratives we hear'. Harriet

Main Duties and Responsibilities

Advocacy & Policy

- To lead the organisation's work in acting as a strong and effective advocate for refugee inclusion and for a fair and humane asylum system, including by influencing policy, legislation, and practice

- To develop and maintain policy positions, supported by evidence, and ensure these are promoted effectively.
- Liaise with key decision makers, partners, and stakeholders, including Welsh Government, to ensure the voices of those forced to seek safety, are understood, and heard.

Engagement

- You will lead our approach to ensuring those forced to seek safety are always at the heart of our work. Through engagement you will help to ensure voices are heard and included in third sector, and government planning.
- To support the organisation to identify and develop opportunities to expand services and activities that enable refugee inclusion, working closely with colleagues in the management team and external partners.

Communications

- To lead the Communication Team, including the development and delivery of WRC's Influencing Plan, managing staff and relevant budgets, ensuring timely reports to funders, and participating in WRC's Senior Management Team.
- To support local and national campaigns, using a variety of engagement methods in line with stakeholder and client needs.
- To oversee communications functions, including the development and maintenance of the website, use of social media and other communications tools.

Strategic lead

- To feed into the development of our Operational Plan, and Strategic Plan, for 2023 to 2026 working closely with the CEO, Senior Management Team, and Trustees.
- To lead the Policy and Communication Team's work plan to raise awareness and understanding of refugee protection and refugee inclusion, including by working with refugees and asylum seekers to get their voices heard.
- Drive efficiency and effectiveness across your department making best use of resources. Looking at systems and structures that can improve ways of working.

General

- Act as onsite Duty Manager for the Cardiff Office, 1-2 days per week, in line with Duty Manager Rota. You will need to be comfortable working face to face with clients and staff. Safeguarding training will be provided.

Person Specification

When completing your application- please ensure you **address the essential criteria** listed. You may also want to evidence some of the desirable criteria. Applicants that do not reference how they meet the essential criteria will not be invited to interview.

Please avoid sweeping statements such as 'I am an excellent communicator'. Providing examples will help you to score higher.

Criteria	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Educated to degree level or equivalent. • At least three years' experience of campaign development and liaison with the media. • Ability to manage projects, including budgeting, financial reporting and ensuring deadlines are met. • Experience of line managing staff. • At least three years' experience within comms/engagement/ policy at manager level. 	<ul style="list-style-type: none"> ✓ Lived experience as a Refugee.
Knowledge	<p>Policy</p> <ul style="list-style-type: none"> • Knowledge of refugee and asylum policy in Wales and UK. 	<ul style="list-style-type: none"> • Knowledge of public policy making processes in Wales in devolved and non-devolved areas.
Skills	<p>Communications</p> <ul style="list-style-type: none"> • Proven ability to influence positive change at a high level. • Fluency in English with excellent written communication skills; able to undertake research and write clearly and persuasively for different audiences. Written skills will be tested at the interview. • Excellent interpersonal skills: an able verbal communicator who is succinct, and has the confidence to interact with politicians, civil servants, stakeholders, colleagues, and community groups. <p>IT</p> <ul style="list-style-type: none"> • Good IT skills, with ability to be open to new software and comms support packages. 	<p>Languages</p> <ul style="list-style-type: none"> • Ability to speak a community language. • Ability to speak Welsh. <p>Other</p> <ul style="list-style-type: none"> • Driving license- you may be required to carry event materials from time to time.

Behaviours

Leadership

- Ability to think strategically and organise your own and team's work.
- Willingness to work flexible hours as required, to travel and to spend occasional nights away from home.
- Ability to lead your team and work well within and across teams to inspire and motivate others.
- Anticipate potential problems and develop solutions to resolve them and prevent them occurring.
- Identify new work approaches to better meet objectives, drawing on diverse insights from team and others.

Diversity, Equity, and Inclusion

We welcome and particularly encourage individuals who identify as LGBTQi+, differently abled, women from ethnic minorities, people from various economic backgrounds and people with lived experiences.

If you have lived experience as a refugee, please get in touch with our Education and Employability Lead Chris@wrc.wales who will discuss British style interviews with you.

Our approach to interviews is:

- ✓ We will ask questions about your experience- to understand your strengths.
- ✓ Our interview questions will be based around the Job Description and Person Specification. We are looking for examples of your work.
- ✓ We will test key skills that are mentioned in the Job Spec.
- ✓ You will score higher- if you give us more detail and explain what you did.
- ✓ You will receive the interview questions 1 hour before the interview- to provide reflection time.

How to apply...

Our application form can be found on our [website](#). Please submit your completed application form to recruitment@wrc.wales

Deadline for applications is **Wednesday 5 July at 12pm (noon)**. Applications received after this date will not be accepted.

Invites for interview will be sent by email, and interviews will likely be held in person on **Tuesday 18 July and Wednesday 19 July 2023**, from our Cardiff Office.

We can't wait to meet you!