



## **Welsh Refugee Council Job Description**

<b>Job title:</b>	<b>Communications Manager</b>
<b>Report to:</b>	Head of Communications, Engagement and Policy
<b>Salary</b>	£31,000 - £34,000 (Gross) per annum, depending on experience
<b>Location:</b>	Hybrid. Remote working days to be agreed. Usually, a minimum of 2 days in the Cardiff Office per week.
<b>Terms:</b>	1-year fixed term with the potential for extension depending on funding. Secondments are welcome for one year of work.
<b>Hours:</b>	35 hours per week - normal office hours are 9am to 5pm but this role may involve some agreed out-of-hours' activity and occasional working away from the office. Media interviews are often before 9am.
<b>Benefits per annum:</b>	<ul style="list-style-type: none"><li>✓ 27 days leave, increasing by 1 day pa to a maximum of 30 days</li><li>✓ Up to 2 days paid volunteering leave, up to 3 days paid carers leave and up to 5 days paid study leave for WRC related.</li><li>✓ 5% pension</li><li>✓ Cash back health plan</li><li>✓ Access to company paid counselling support.</li><li>✓ Staff led Wellbeing Group; with activities such as lunch time food sharing sessions, and team building events.</li></ul>

### **We are the Welsh Refugee Council**

You will be joining the 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 35 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.

As a member of our Communications, Engagement, and Policy Team, who won the [Smiley Charity Film Awards for 2023](#), 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

This new role will play a critical part in strengthening our influence on Welsh public policy and public understanding of sanctuary seeking and refugee issues – especially in the run-up to the 2026 Senedd elections.

As Communications Manager, you'll lead on developing and delivering a public affairs strategy that amplifies lived experience, builds political relationships, and secures engagement from key decision-makers across Wales. While immigration isn't devolved, the Welsh Government and Senedd play a vital role in shaping the day-to-day experiences of sanctuary seekers and refugees – from housing and health to education and integration.

You'll work closely with the wider Communications, Engagement and Policy team to ensure these issues are not only visible but taken seriously in political debate. A key part of the role will also be sharing accurate, real-world information to help build greater understanding and informed discussion across Wales.

## The ideal candidate will be:

- **Driven by social justice** – someone who cares deeply about human rights and inclusion and wants a job that genuinely **does good and changes lives**.

- **Personable** – with excellent verbal skills and political awareness. Able to build trust and influence with both people seeking sanctuary and senior political stakeholders in Wales.
- **A strong operator under pressure** – able to work quickly and flexibly, manage competing deadlines, and shift focus as the political landscape evolves.
- **An excellent writer** – confident in drafting high-impact briefings, online content, Senedd submissions, and public statements that cut through the noise.
- **Strategic and collaborative** – able to work closely with colleagues, external partners, and lived experience advocates to align communications and policy goals.
- **Politically savvy** – with a strong understanding of devolved Welsh politics, and able to navigate the public affairs landscape with tact and confidence.
- **Campaign-minded** – experienced in using public engagement and stakeholder mobilisation to drive policy influence.
- **Creative** – with a flair for making policy communications engaging, whether through visuals, digital storytelling, or accessible messaging.

## Working with us

We believe in looking after the people who drive our mission forward. That's why we offer a competitive salary, a generous annual leave package, and the chance to work on projects that genuinely make a difference.

You'll have the freedom to shape this role, bringing your creativity and ideas to the table and the trust to see them through. You'll be joining a team that's driven by purpose, rooted in strong values, and deeply committed to creating a fairer, more compassionate Wales.

We're serious about creating the right conditions for you to do your best work and to influence meaningful change for sanctuary seekers and refugees in Wales.

*'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'. - Former Head of Communication and Policy*

## Public affairs and policy

- Take a leading role in our engagement with Welsh Government, Senedd Members, local authorities, and key decision-makers.
- Create clear, persuasive content – from briefings and Senedd submissions to campaign messaging and digital.
- Track political and legislative developments to spot opportunities and respond with agility and influence.
- Build strong, trusted relationships with policymakers, advisers, and sector partners.
- Centre lived experience in our influencing work through co-produced campaigns and meaningful engagement.
- Represent WRC in coalitions and networks, ensuring sanctuary seeker and refugee rights are represented and championed in the room.
- Help improve public understanding by sharing accurate, real-world information, shaping a more informed conversation about sanctuary seeking and refugee issues in Wales.

## Communications and campaigns

- Develop and deliver joined-up communications strategies that support our policy objectives and campaigning goals.
- Engage with journalists and media outlets to share accurate, real-world information – helping people across Wales understand the facts, challenge myths, and make informed choices.
- Contribute to campaigns that raise awareness, highlight positive solutions, and build public and political support for inclusive policies.
- Help communicate the vital role sanctuary seekers and refugees play in Welsh life and how, when given the right support, they contribute fully and help communities across Wales thrive.
- Ensure all messaging is accessible, inclusive, and shaped by the voices and experiences of people with lived experience.

- Support the creation of digital materials, newsletters, and social media content that inform, inspire, and drive engagement on the issues that matter most.

### Organisational development

- Contribute to the delivery of WRC's influencing plan and support the achievement of operational goals.
- Work closely with the Head of Communications, Policy & Engagement to support planning, reporting, and strategic decision-making.
- Gather and share insight, data and learning to help us better understand our influence – and continually improve how we work.
- Strengthen our ability to advocate for change by connecting policy goals with practical outcomes – supporting sanctuary seekers and refugees to thrive, give back, and help build a more inclusive, prosperous Wales.

### Person Specification

Criteria	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• At least 3 years' experience of public affairs, advocacy or policy influencing, within the Welsh political context</li> </ul>	<ul style="list-style-type: none"> <li>• Experience engaging the media or developing public-facing campaigns</li> <li>• Experience of working in the asylum sector</li> <li>• Experience of line managing staff and co-producing work plans</li> </ul>
<b>Knowledge</b>	<b>Public affairs</b> <ul style="list-style-type: none"> <li>• Knowledge of the Welsh policy landscape and devolved competencies</li> <li>• Experience of influencing political parties in the Senedd</li> </ul>	

	<b>Policy</b> <ul style="list-style-type: none"> <li>Understanding of asylum and refugee policy in the UK and Wales</li> </ul>	
<b>Skills</b>	<b>Communications</b> <ul style="list-style-type: none"> <li>Excellent writing and editing skills – able to draft persuasive communications for political and public audiences</li> <li>Confident communicator with experience representing organisations to stakeholders and decision-makers</li> <li>Strong interpersonal skills, with the ability to build trusting relationships across sectors</li> <li>Ability to work under pressure and balance multiple priorities in a fast-paced policy environment</li> </ul> <b>IT</b> <ul style="list-style-type: none"> <li>Good IT skills, with ability to be open to new software and comms support packages</li> </ul>	<b>Languages</b> <ul style="list-style-type: none"> <li>Ability to speak a community language</li> <li>Ability to speak Welsh</li> </ul> <b>Other</b> <ul style="list-style-type: none"> <li>Driving license- you may be required to carry event materials from time to time</li> </ul>
<b>Behaviours</b>	<b>Leadership</b> <ul style="list-style-type: none"> <li>Ability to think strategically</li> </ul>	

	<p>and organise your own and the team's work</p> <ul style="list-style-type: none"> <li>• Willingness to work flexible hours as required, to travel and to spend occasional nights away from home</li> <li>• Ability to lead teams and work well within and across teams to inspire and motivate others</li> <li>• Anticipate potential problems and develop solutions to resolve them and prevent them occurring</li> <li>• Identify new work approaches to better meet objectives, drawing on diverse insights from the team and others</li> </ul>	
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### Diversity, Equity and Inclusion

We welcome and particularly encourage applications from people with lived experience of seeking sanctuary, LGBTQIA+ individuals, people from minority communities, disabled people, and people from various economic backgrounds.

### How to apply

Please complete our application form available on our website. Include the job title in the subject line and send your application to [recruitment@wrc.wales](mailto:recruitment@wrc.wales).

**Deadline for applications: 5pm 23 July 2025**

**Interview dates: Likely to be held on 7 and 8 August 2025** (interviews held at our Cardiff Office)