



## **Communications Advisor**

**Salary: £38,000 per annum**

**Generous benefits, work from home at  
any UK location of your choice.**

**Closing Date: 5pm, Tuesday 17 June 2025**

**Shortlisting: 18 June 2025**

**Interviews: 24 June 2025**



# Communications Advisor

## Role overview

Are you passionate about clear and effective communication and driving meaningful change? Are you able to create compelling content that is clear, crisp and persuasive? Community Housing Cymru is looking for a Communications Advisor to help share the important work of housing associations in Wales.

In this role, you'll build strong relationships with CHC colleagues, media, stakeholders, and our members to share key messages and advocacy efforts in creative and compelling ways. If you're proactive, creative and able to manage communications in a fast-paced environment, this is a chance to make a real impact. You'll work with colleagues to help tell our members stories by tailoring external messages across multi-channel platforms, handling media queries, and supporting the delivery of crisis communications.

We're looking for a creative and detail-focused communicator who can bring complex issues to life in a clear and engaging way. You'll analyse data to understand the effectiveness of our communications, identify emerging risks, and develop content that aligns with our mission. Working closely with the senior leadership team, you'll support internal and external engagement and lead on campaign initiatives. If you're a strong writer with a passion for policy that makes a real difference to people and communities, we'd love to hear from you!

## About Community Housing Cymru

Community Housing Cymru (CHC) is the membership body for housing associations in Wales. We represent 30 non-profit organisations who provide social housing and related services in communities across the country. Our members house over 10% of the Welsh population and are committed to delivering high-quality affordable homes, tackling poverty, and improving lives.

## Our staff team

We are a dedicated staff team who work together to enable our members to be brilliant. Our culture is open, trusting and caring and our values not only reflect how we work with



each other but also how we work with our members and stakeholders. Staff have the freedom to perform their job when and where they work best.

We encourage innovation and we are always exploring new ways to do things better. We will continue to support staff to work flexibly with a focus on outcomes.

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### **We have 20 members of staff who work across three teams:**

- 1. Business Services: HR, IT, Admin, Finance, Governance**
- 2. Member Engagement & Events and Governance**
- 3. Policy and External Affairs: Policy, Communications, Research and External Affairs**

In the main, staff at CHC work remotely. We have a small office space in Cardiff and are actively looking at options for a future space suitable for more collaborative working.

When working remotely, we encourage staff to locate for the day, enabling you to determine where you would work best to drive the greatest impact for CHC and our members be that from your home, one of our member's offices, a co-working space local to you or a coffee shop.

Relationships are at the heart of all our work. In-person time with your colleagues, our members and partners is an essential part of building the relationships we need to succeed and is an expectation of all staff.

We come together face to face as a full staff team, presently every six weeks - and usually in Cardiff - to collaborate, innovate and build relationships with each other. We provide every member of staff with the tools and equipment they need to be brilliant in their job. We cover travel expenses for work purposes.

## **Our Strategic Priorities**

For over thirty years, we have been working with our members to make Wales a country where good housing is a basic right for all. Together we have taken great strides towards achieving this goal, but we know that housing associations, their tenants and communities face new pressures and unprecedented challenges. [Our corporate plan](#) sets out the actions we will take to support our members to sustain their communities while we continue to fight for the changes needed to achieve this vision.

Over the next four years, we will be focused on the actions that will support our members to make the biggest difference in their communities. We will work hard to secure a stable and



sufficient funding and policy framework to support investment in new and existing homes and support services.

We will do this by representing our members, acting as an influential voice to secure change. We will act as a hub to bring our members together to find collective solutions to the challenges we face. By 2027, we want the sector to have bounded forward once more, and have achieved each of the goals set out below.

1. Secure the tools, funding and policy that supports good quality housing association homes.
2. Influence the policy environment so that housing associations can continue to provide homes that are affordable, and effectively support tenants facing financial hardship.
3. Promote trust in housing associations and support them to build strong partnerships locally.
4. Ensure that CHC is an agile and inclusive membership body and an exemplar employer.

## **Equality, Diversity, and Inclusion Statement**

At Community Housing Cymru, we are committed to creating an inclusive and diverse workplace where all employees feel valued, respected, and supported.

We believe that a diverse workforce helps us better understand and respond to the needs of our members and the communities we serve.

We welcome applications from all individuals regardless of age, gender identity, disability, race, religion, sexual orientation, or any other characteristic protected by law. We are committed to ensuring that our recruitment processes are barrier-free and inclusive to enable all applicants to apply with confidence.

Please note that CVs will only be reviewed ahead of an interview and will not be considered as part of the initial shortlisting process. However, should a large number of applications be received, CVs may be used to assist in shortlisting candidates to the interview stage. Key personal information such as name, age, educational institutions, etc., will be removed beforehand.

Key personal information contained within personal statements will also be removed before they are considered for initial shortlisting. We would be grateful if candidates could avoid including these in the first instance.



Applications are particularly welcome from disabled people and black and ethnic minority people. We guarantee to interview these applicants who meet the minimum criteria for the role.

We want you to have every opportunity to demonstrate your skills, ability and potential. Please contact us if you require any assistance or reasonable adjustments to the application process.

## Our Values

### Transparency

We are open and accessible  
in all that we do

### AccQuntable

We deliver on our commitments  
and are responsible to our  
members & each other

### Innovation?

We will actively identify new  
ways to deliver the best  
service we can

### Adaptability

We are flexible and  
responsive to change

### Inclusivity

We value and embrace the diverse  
nature of our membership and staff

### Ambition

We challenge ourselves and our  
environment to achieve the  
best outcome



## Overall purpose of the post

The Communications Advisor leads on external and internal communications, shaping CHC's messaging across media, social platforms, and stakeholder engagement to support advocacy and strengthen member relationships.

## Objectives & responsibilities

- To implement CHC's external communications activity, in line with our External Affairs Strategy.
- The post holder will work closely with other members of the External Affairs Directorate to identify and secure opportunities for external coverage and engagement in our work on behalf of our members. This post will also provide intelligence and advice on emerging risks.
- To lead implementation, coordination and monitoring of CHC's internal communications plan and activity across the organisation and provide advice to the Senior Management Team and team members.

## About the team

A full copy of the role description is here. You will report to the Head of Policy and External Affairs.

## Meet the current Policy and External Affairs team!

- Rhea Stevens - Director of External Affairs (maternity cover, substantive role Head of Policy and External Affairs)
- Elly Lock - Head of Policy and Research
- Bethan Proctor - Head of Policy and External Affairs (maternity cover, substantive role Policy Lead)
- Hayley Macnamara - Policy Lead
- Bryony Haynes - Policy Lead
- Bethany Howells - Policy Lead (maternity cover, substantive role Research and Policy Advisor)



## What are we looking for?

Listed below are the requirements needed to undertake this job. These will form a key part of the selection process and your ability to meet these criteria should be demonstrated in your submission.

E - Essential D - Desirable

Qualifications	Relevant degree or professional qualification
<b>Experience, knowledge and skills</b>	<p>Essential:</p> <ul style="list-style-type: none"><li>• Membership of a relevant professional body</li><li>• Experience of implementing strategies to support effective internal communication through an organisation</li><li>• Experience of implementing successful and impactful communication campaigns or projects</li><li>• Experience and evidence of supporting influencing through successful communications work</li><li>• Experience and evidence of leading and coordinating impactful social media presence across a range of platforms.</li><li>• Ability and experience to develop strong and trusted relationships via strong interpersonal skills</li><li>• Excellent written skills including the ability to tailor content to different audiences</li><li>• Ability to use data, research, and engagement to measure and evaluate the impact of our work</li><li>• Travel is required to build strong and trusted relationships and deliver our work.</li></ul> <p>Desirable:</p> <ul style="list-style-type: none"><li>• Ability to speak and write in Welsh</li><li>• Ability to manage multiple projects at one time</li><li>• Budget management experience</li><li>• Experience of providing crisis communications support and advice.</li></ul>



# Benefits

## **Pay**

£38,000 per annum

## **Hours**

Role is based on 35 hours a week – flexible working.

## **Holidays**

25 days rising by one day for each completed year of service, to a maximum of 30 days and all public holidays (pro rata for PT staff). Plus four additional days off during Christmas and New Year holidays.

## **Probation and supervision**

Six months probation period.

## **Gym**

£25 subsidy per month.

## **Cash health plan**

Paid for cash health plan (Simply Health).

## **Notice period**

After 6 months probation, 2 months.

## **Benefits**

Enhanced sick, maternity/adoption provisions.

## **Pension**

Social Housing Pension Scheme Defined contributions scheme. Employer contributions of a maximum of 8%.

## **Learning and development**

Individual training budget





## How to apply

- You will need to complete a submission form outlining, in no more than 800 words, how you meet the experience criteria set out in the 'what we are looking for' section. Please also refer to the full role description as part of your submission and tell us why you want this job.
- You MUST also include a tailored CV in relation to your application for this role (max of 3 pages).
- You will also need to complete an equal opportunities form. This form will not be used at any stage of the recruitment process, and will be separated from your application form immediately on its receipt. Any information given on this form will remain confidential and will only be used for monitoring purposes to assess the effectiveness of our equal opportunities policy.

If you want to have an informal chat about the vacancy, please contact **[rhea-stevens@chcymru.org.uk](mailto:rhea-stevens@chcymru.org.uk)**

The completed form, CV and equal opportunities form must be emailed and marked **Private and Confidential - Communications Advisor to [recruitment@chcymru.org.uk](mailto:recruitment@chcymru.org.uk) by 5pm, Friday 20 June 2025.**

All forms will be held for 6 months in line with best practice to ensure we are able to give feedback to unsuccessful candidates and to support the organisation if a claim was brought against it.

We look forward to receiving your completed submission.