



**Director of External
Affairs**

**Maternity cover - 12
months**

£72,100 rising to £75,894

**Closing Date: midnight, 2nd
September 2024**



Job Title

£72,100 rising to £75,894 after 6 months probation

+ generous benefits + flexible approach to work base

Timescales

Closing date: 2nd September 2024 (midnight)

Shortlisting: 5th September 2024

Virtual /in person interview: 12th/13th September 2024

Do you want to make a difference?

“Stay home!” was a phrase we have heard again and again during the pandemic. Never before have our homes taken such prominence; many of us spent so much time within them and so many aspects of our lives revolved around them. ‘Home’ had never meant more.

Somewhere safe, comfortable and secure to weather the storm of the pandemic. Somewhere adaptable to our changing needs. Somewhere connected to our work, education, public services – and to each other.

We want to see a Wales where good housing is a basic right for all and housing associations want to play their full part in making this a reality. Housing associations build thousands of affordable homes to rent every year, they help people get on the property ladder and access jobs and training. They also work closely with the health service to provide care and support within communities. But they have big ambitions to do much more to end the housing crisis in Wales.

We’re looking for someone who is enthusiastic about playing their part in ending the housing crisis. If this sounds like you then please read on.

CHC has signed up to Tai Pawb’s Deeds Not Words Pledge and is delivering against our [equality and inclusion strategy](#) to promote a more inclusive environment, which attracts all candidates and signals our commitment to celebrate and promote diversity. We welcome applications from people of all backgrounds.



About Community Housing Cymru

As the umbrella body for housing associations in Wales, we are proud to represent our members who provide homes and services to 10% of the Welsh population. Our job is to ensure that the sector continues to prosper in Wales and is equipped for the future.

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.

We have 22 members of staff who work across two teams: -

Business Services – HR, IT, Admin, Finance, Member Engagement & Events

External Affairs – Policy and External Affairs and Communications

Since the pandemic, we have worked remotely.

This doesn't mean that we don't see each other though! We have a small working space in Cardiff which is available for staff to co-locate and run meetings from and our full staff team would come together every six weeks to collaborate, innovate and socialise. In addition we encourage our staff members to meet up in teams and with wider colleagues to meet the needs of the business and run a full programme of in person events and sessions with our housing association members across Wales which are attended by many of our staff members.



Our Aim

Our corporate plan to 2026–27 sets out the actions we are going to focus on to support our members to make the biggest difference in their communities.

Our goals are to:

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.



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



About the role

Key objectives

- To provide effective leadership in both an internal and external capacity in areas of policy, lobbying, public affairs, representation and communications.
- To lead and oversee CHC's work to secure change on behalf of our members.
- To ensure that our advocacy work is grounded in the views and experience of our members.
- To provide strategic direction, develop, manage and support the Heads of Policy and External Affairs and the Head of Communications in line with policies and procedures.
- To be a member of the Senior Management Team (SMT) and take responsibility with the team for the delivery of corporate projects and issues.
- To establish and maintain key relationships with members and stakeholders.
- To oversee effective responses to significant policy, media and political events.
- To lead on a range of high profile initiatives across policy areas based on the needs of the business.
- To prepare written reports and presentations to the CHC Board with a particular focus on how our external affairs work is grounded in effective representation.
- As a member of SMT to contribute to the development of the strategic direction of CHC.
- To undertake any other reasonable activities, as directed by the Chief Executive.

Key responsibilities

- To provide strategic leadership and team management to ensure the delivery of our Corporate Plan across policy and external affairs and communications.
- To support and direct the Heads of service to oversee the successful delivery of our operational workplan across policy and public affairs.
- To lead on policy development both internally and externally.
- To play a key role as a member of the Senior Management Team, including leading a range of corporate projects.
- To lead our advocacy work to secure change on behalf of the sector via effective policy development, public affairs activity and a clear and impactful media presence.

Other

- To work closely with other members of CHC to ensure effective service delivery for members
- To maintain effective relationships with colleagues and work collaboratively
- To undertake other duties commensurate with the post as requested



About the team

You will report to the Chief Executive and work alongside other members of the SMT and the Policy and External Affairs team.

Key contacts

Chairs, Chief Executives and Directors of Registered Social Landlords, Senior Civil Servants and other key stakeholders, MSs, MPs, media contacts, Board members, commercial members

Meet the team!

Current members of the Policy and External Affairs team and Communications team can be found [here](#).

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

Knowledge, Skills and Experience	
Educated to degree level or equivalent professional management qualification.	D
Two years' experience at a senior level in policy or similar leadership role	E
An understanding and awareness of cultural issues and sensitivities working across Wales.	E
Experience of working in a highly political, multi-functional, multi stakeholder environment	E
Experience and a track record of liaising with Ministers, senior civil servants and those with substantial influence at a national level	D
Extensive experience of working with the media and undertaking public speaking.	E
Experience and understanding housing and/or regeneration at a senior level	D
Demonstrable knowledge of Welsh policy and public affairs or ability to learn.	E
Experience of working with a Board	D



Welsh speaking.	D
Business Focused	
Knowledge & experience in management; communications; project management; planning and evaluation at a senior level	E
Demonstrated financial planning and budget management experience.	E
A high level of interpersonal skills to make formal, persuasive presentations to groups	E
Demonstrability to think and act commercially and take sound business decisions.	E
Experience of leading on strategy formulation and implementation	E
Leading Change	
Ability to think and act creatively to bring about positive and innovative change at an organisational or team level	E

Motivating	
Evidence of the ability to manage continuity, change and transition effectively	E
Evidence of the ability to influence and enable others.	E
Commitment to Results	
Successful track record of managing projects and plans	E
A self-starter and team player.	E
Partnership Working	
A track record in effective networking and an ability to influence, build relationships with, and persuade, a range of partners	E
Personal Qualities	
Highly organised	E
Is able to pull themes and threads to clarify positions and bring people together.	E
Excellent attention to detail	E
Excellent written and oral communication skills with experience in delivering presentations and undertaking media interviews	E



Benefits

Pay

£72,100 rising to £75,894 after successful 6 month probation.

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). 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, 3 months.

Benefits

Enhanced sick, maternity/adoption provisions.

Pension

Social Housing Pension Scheme Defined contributions scheme. Employer contributions of a maximum of 5%.

Learning and development

Individual budget of £550 per person, PA.



Work from anywhere

A locate for the day principal (enabling staff to choose where they would best work (it could be home, a coffee shop, or a local hub) will be followed. However, there will be six weekly occasions where all staff will come together to collaborate, innovate, and socialise. We also encourage staff to meet in person to support the delivery of their work and attend relevant and necessary in person meetings and events for our housing association members.

All staff need to be based in the UK.



How to apply

You will find the following details in this job pack:

- **Job description, person specification and information on terms and conditions.**
- **Submission form** which you will need to complete outlining in no more than 800 words how you meet the experience criteria set out in the 'what are we looking for' part of the job specification and why you want this job.
- **You MUST also include a tailored CV** in relation to your application for this role (max of 3 pages).
- **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 **Stuart Ropke, Chief Executive** email stuart-ropke@chcymru.org.uk.

The completed form, CV and equal opportunities form must be emailed and marked **Private and Confidential Director of External Affairs** to Gemma-Beck@chcymru.org.uk by **midnight 2nd September 2024**.

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.

Virtual and in person interviews are available and will be held on 12th and 13th September.

We look forward to receiving your completed submission in due course.