

JOB DESCRIPTION

1. JOB DETAILS

Job Holder	Community Housing Cymru
Job Title	Public Affairs and Policy Advisor
Line Manager	Head of Policy and External Affairs
Directorate	Policy and External Affairs
Location	Hybrid / Cardiff

2. JOB PURPOSE

- To ensure social housing remains a cross party political priority and that housing associations are viewed as key players in ending the housing crisis in Wales.
- To lead delivery of our public affairs work, identifying risks and opportunities, coordinating public affairs activity across the Policy and External Affairs team.
- To build strong relationships on a cross party basis and to support our members to build strong relationships locally with MSs, MPs and local elected members.
- To secure positive change on behalf of housing associations in Wales by effective advocacy activity.
- Build strong, trusted and impactful networks and relationships with our members, external partners, and decision makers to support efforts to secure change.
- Lead policy development activity on key projects. This should include working proactively with our members and partners to build a strong and robust case for action and reform via effective engagement, relationships, evidence and public affairs activity.
- To represent housing associations in Wales at a range of events, influencing opportunities and in the media.

3. REPORTING STRUCTURE

Snip, copy and paste from org chart in here.

4. DIMENSIONS

1. This role will be responsible for developing a proactive public affairs plan, coordinating and delivering its effective implementation across the organisation.
2. This role will have no line management responsibility.
3. This role will have no budget management responsibility.
4. This role will lead CHC's advocacy activity on a portfolio of key policy projects.
5. Working under the framework of CHC's strategic research programme and in collaboration with CHC's Research and Policy Advisor, this role will consider ways in which research and evidence can contribute to all areas of your activity.
6. This role will be responsible for creating and maintaining a range of strong, impactful and trusted relationships with our members, external partners and decision makers, necessary to secure change.

5. MAIN ACCOUNTABILITIES OF THE POST

- Drive forward our public affairs activity including leading a liaison programme to develop strong cross party relationships and leading the development and implementation of a proactive public affairs plan that supports CHC to secure reform on behalf of our members.
- Work with the Policy and External Affairs team to deliver change and reform on behalf of housing associations in Wales. This should be in line with our Corporate Plan and External Affairs Strategy.
- Build impactful and trusted relationships with CHC's members, external partners and decision makers and use this strong network to advocate for change and reform on a range of key issues.
- Build a strong evidence base to support CHC's advocacy activity.
- Work closely with the Communications Advisor to support effective external communications on key issues including supporting the development of impactful content and providing expert advice on key policy issues.
- Work closely with the Membership and Engagement team to provide advice on our offer to members so that it is timely, relevant and provides wider support to our advocacy activity.
- Any other duties commensurate with this role.

6. WORK CONTEXT

The Policy and External Affairs team is responsible for leading CHC's advocacy activity to secure change on the issues that are important to our members.

This role will play a key role in positioning CHC and housing associations as key partners to end the housing crisis with politicians and securing continued political prioritisation of social housing on a cross party basis.

CHC operates in a busy and evolving external environment. The ability to adapt and flex our approach and the tools we use to secure change is a critical skill within this role. The post holder will work closely with other members of the team, and the membership and engagement team, to ensure that our support, external communications, public affairs and policy activity are underpinned by a robust understanding of the policy challenges, evidence and constructive proposals for reform.

Trusted and impactful relationships with our members, external stakeholders and decision makers are a key part of effective advocacy. The post holder will be responsible for

developing a strong network, collaborating and supporting partnership working to create the case for and secure reform on behalf of our members.

7. AUTONOMY AND DECISION-MAKING

The role will operate within set policies and procedures.

Decisions this role will make:

- Identification of external opportunities and risks in line with our External Affairs Strategy and development of proposals on how to maximise opportunities or mitigate risks.
- Development and execution of a clear public affairs plan to secure key changes in our Corporate Plan and External Affairs Strategy. Implementation decisions within the confines of this agreed plan will rest with the post holder.
- Public affairs input into a shared external affairs plan for each policy issue, coordinated by the relevant policy lead. Each plan will use a range of policy, research and public affairs tools, as well as links to communications and our member offer, to secure key changes in our Corporate Plan and External Affairs Strategy for policy portfolio areas. Implementation decisions within the confines of this agreed plan will rest with the post holder.
- Decisions on how to lead our engagement with our members on key issues within policy portfolio to ensure that CHC's work is member led and credible rest with the post holder.

Decisions this role will refer:

- High risk issues or material issues outside of an established plan for the work area will be referred to the Head of Policy and External Affairs, Head of Policy and Research or Director of External Affairs as appropriate. This should include advice from the post holder on the nature of the risk and proposals for handling.
- Resourcing and budgetary issues will be referred to the Head of Policy and External Affairs. This should include proposals and advice from the post holder.
- Crisis communication, significant relationship and membership issues will be referred with advice to the Director of External Affairs or Chief Executive as required.

8. COMMUNICATIONS

The work that CHC does takes place most effectively when we have strong, trusted relationships with key stakeholders, our members and our colleagues. The post holder will need to invest time building these relationships, including face to face engagement. Building a strong professional network will be central to the ability to be able to perform this job effectively.

Internal

This role will build strong relationships across the whole organisation to understand different job roles and organisational priorities, with the view to maximizing opportunities for CHC to be successful.

- Communications Advisor
- Policy and External Affairs Team
- Head of Membership and Partnerships and wider team
- Director of External Affairs

External

- Housing association members in Wales.
- External partners such as Shelter Cymru, Crisis, Cymorth, CIH Cymru, UK Finance, WLGA, TPAS Cymru, think tanks, NHS Confederation, relevant professional bodies, Deryn.
- Members of the Senedd and elected members.
- Welsh Government officials.

9. MAIN AREAS OF DIFFICULTY

- Ensuring that social housing remains a key issue in a changing political environment with a raft of key and pressing issues for political decision makers.
- Significant changes to the Senedd will represent both a challenge and an opportunity and the post holder will be required to provide advice on how to position CHC and housing associations with new or returning MSs following the next election to build strong relationships and secure social housing as a continued cross party political priority.
- In a busy and active policy landscape ensuring that CHC's work focuses on the activities that add the greatest value to our members.
- Securing a focus on implementation and delivery in addition to policy development by policy makers so that reforms are deliverable on the ground and reflective of the views of associations.
- Using member engagement tools, building a strong evidence base and managing competing pressures and views from our members to ensure that CHC speaks credibly as the voice of the housing association sector in Wales.
- Working in a rapidly evolving external environment meaning the ability to flex and be

agile in the work we do and the way we do it is key.

10. KNOWLEDGE, SKILLS AND ATTRIBUTES REQUIRED FOR THE POST

Essential:

- Relevant degree
- At least 2 years working in a public affairs or campaigning influencing role
- Experience of securing reform and change through policy, public affairs and effective research development
- Experience of scrutinising legislation and engaging in the legislative process.
- Ability to develop strong and trusted relationships with decision makers and politicians on a cross party basis.
- Developed understanding of the Welsh political environment and strong networks.
- Experience of working in a pressurised environment, where flexibility is key.
- Experience of implementing successful and impactful campaigns or projects
- Excellent written skills including the ability to tailor content to different audiences
- Experience of public speaking, including media
- Ability to use data, research, and engagement to measure and evaluate the impact of our work and to build a case for change
- Travel is required to build strong and trusted relationships and deliver our work.

Desirable:

- Ability to speak and write in Welsh
- Ability to manage multiple projects at one time

11. AGREEMENT

Job Holder's Signature

Date

Line Manager's:

Signature

Date

Title