

Job Description



Job title:	Senior Communications and Public Affairs Officer
Department:	Policy & Social Change
Reporting to:	Head of Policy and Communications (Wales)
Salary:	£39,884 per annum
Hours:	35 per week
Location:	South Wales Skylight, 163 St Helen's Road, Swansea, SA1 4DQ (Hybrid working is available)
Contract type:	Permanent

Aim and influence

- Working with the Head of Policy and Communications in Wales, create and drive ambitious communication strategies to raise Crisis' profile and increase awareness of all aspects of the charity's work in Wales.
- Garner support for ending homelessness among the general public and key stakeholders in Wales, helping to reframe attitudes on homelessness.
- Play a key supporting role in our policy and campaigns work, helping to secure policy changes that will bring us closer to ending homelessness in Wales.

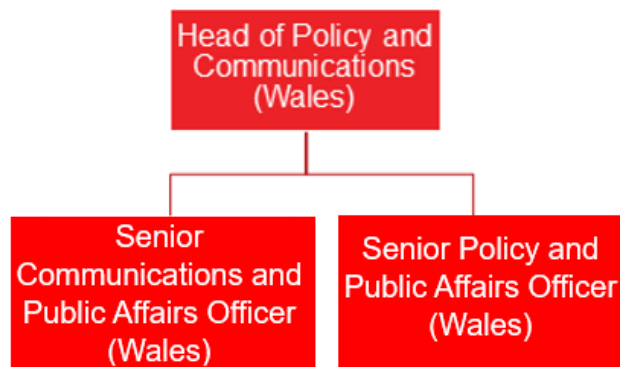
Financial and supervisory responsibility

- Delivering projects on time and on budget.

Other key details

- Some evening and weekend work (including over the Christmas holiday period) will be required, as well as potentially working away from Swansea and spending occasional nights away from home. Time off in lieu will be given in accordance with Crisis TOIL policy.

Organisational chart



Please note structure is subject to change

Job responsibilities

- Lead on developing and delivering ambitious communications strategies that raise Crisis' profile in Wales and encourages multiple audiences to support and engage with Crisis.
- Work closely with the Head of Policy and Communications (Wales), Crisis Skylight South Wales Director, Fundraising Manager for Wales, media team, services team, volunteers and others to generate impactful media coverage of Crisis' wide-ranging work, ensuring messages reach target audiences in key media outlets.
- Work with colleagues to enable Crisis' members and those with lived experience of homelessness to share their stories, ensuring the voice of people who are/have experienced homelessness is front and centre of Crisis' media work.
- Proactively seek out and develop new media and PR opportunities for Crisis and maximise the impact of reactive opportunities.
- Support with providing expert media advice and guidance to colleagues across Crisis, including developing media messaging for projects and briefing senior spokespeople.
- Create briefs and concepts for photography, audio and film shoots featuring Crisis clients, volunteers and supporters.
- Support policy and campaigns activity in Wales, including digesting and summarising complex policy documents, writing briefings, contributing to reports and representing Crisis at external meetings.
- Play a key role in developing public facing campaigns to help end homelessness in Wales, including campaign actions to engage supporters in driving forward our policy aims.

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- Play a key role in developing and maintaining digital content for Wales, including our Wales page on Crisis' website, blog content, day to day running of our Wales X account, analytics, as well as working with others to develop social media presence more generally for Crisis in Wales.
- Work with colleagues across marketing, brand and media on effective GB-wide messaging across the organisation.
- Build relationships with key professionals, particularly within the media and the housing sector.

General responsibilities

- To develop and maintain an understanding of the charity's work, homelessness and relevant policy and media developments in Wales.
- Actively encourage and support member involvement within Crisis.
- Work collaboratively across departments to support Crisis' mission to end homelessness.
- Maintain competency in the use of Microsoft applications i.e.: MS Outlook, MS Teams, MS Word and MS PowerPoint along with the use of online applications, for example Zoom and web browsers - Google Chrome or Microsoft Edge.
 - To embody the organisational values: Bold, Impactful, Collaborative and Equitable.
- To comply with Crisis policies and procedures.
- To carry out any other duties that may reasonably be required in the light of the main purpose of the job.

Person Specification

Essential

- 1 Substantial experience of working within a busy press office environment/PR agency, or as a journalist and demonstrates a good understanding of the media landscape in Wales.
- 2 Experience of developing and implementing communication strategies that have effectively raised an organisation's profile.
- 3 Excellent communication and writing skills, with an ability to adapt complex information into clear messages for multiple audiences. For example, media outlets (news, consumer, trade) and formal briefings.
- 4 Strong relationship building and stakeholder management skills, including with internal stakeholders, journalists at all levels and sector professionals.
- 5 Experience of working with and interviewing people with lived experience, identifying and preparing stories for the media and empowering people to share their story.
- 6 A good understanding of how to engage wide public audiences in campaign activities.
- 7 Demonstratable research skills.
- 8 A good understanding of devolved politics and the workings of the Senedd.

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- 9 An interest in seeking positive change through campaigning and influencing policy.
- 10 Experience in working with and developing social media channels.
- 11 Well-developed organisational and project management skills, with the ability to work independently and manage multiple priorities while remaining calm under pressure.
- 12 Excellent team player with a proactive, positive and solutions-focussed attitude.
- 13 Commitment to Crisis' values of: Bold, Impactful, Collaborative and Equitable as well as a passion for our mission to end homelessness.

Desirable

- 14 Ability to speak Welsh.

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

Does Crisis use Artificial Intelligence (AI) technology for shortlisting?

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Talent Acquisition Team jobs@crisis.org.uk for support.