

JOB DESCRIPTION

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| Position: | Public Affairs Officer (Wales) |
| Responsible to: | Head of Public Affairs |
| Responsible for: | None |
| Works With: | Director of Operations, Head of Campaigns and Communications, other staff, external organisations and representatives, supporters and other interested parties |
| Location: | The role is home based |

Overview:

The Public Affairs Officer (Wales) is responsible for planning and delivering effective representation of the League Against Cruel Sports, its policies, and public relations campaigns within the Senedd, local authorities, Welsh Government Sponsored Bodies and other related stakeholders Wales. They will provide a positive profile for the League, fostering effective partnerships and demonstrating co-ordinated initiatives and programmes.

The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.

Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.

United, we will end animal cruelty in the name of 'sport'.

Purpose of Job:

- To lead on the League's political engagement in Wales, shaping and influencing political debate and the legislative environment in ways that bring about the necessary legal and attitudinal changes related to the cruelty inflicted on animals in the name of 'sport'.
- To ensure that the impact that the League achieves in its campaigns and activities is maximised, making the best possible use of the funding and contributions that we secure.

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Principal Responsibilities:

- Provide effective presentation and representation of the League's policies to the Welsh Government and related bodies, Members of the Senedd, Welsh local authorities and Welsh MPs across all political parties.
- Raise and promote the League's profile to maximise understanding and support for its policies and activities within the Welsh Government, Welsh local authorities and related external bodies and interests.
- Develop and deliver strong, influential relationships with politicians, their advisers, opinion formers and policy makers and build support for our objectives and activities.
- Ensure the League delivers hard hitting, impactful campaigns across Wales and find opportunities to collaborate with colleagues to deliver joined up UK-wide campaigns.
- Provide well-informed and persuasive advice on political strategy and lobbying in relation to the League's public relations campaigns.
- Develop and implement plans and strategies to take forward the League's priorities in political arenas, including leading on the League's attendance at party conferences and political events.
- Monitor and co-ordinate relevant Senedd activity.
- Promote the League's work, prepare letters, briefings, consultation responses, speeches and reports to maximise support for our priorities and provide positive coverage of its stories and campaigns.
- Provide the Head of Public Affairs and senior management with information, reports, and actions to communicate trends and developments, emerging interests, and support for the League's public relations initiatives.
- Support the League in its ability to recruit, build, maintain and mobilise an effective campaign network of members and supporters across Wales.
- Work in line with company policies and processes, in particular health and safety and information security
- Actively work to embed sustainability into day-to-day practices, advancing sustainability at the charity
- Take an inclusive and collaborative approach to teamwork and stakeholder engagement
- Any other duties that are reasonably asked of you

Skills/Knowledge

Essential

Desirable

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| <p>Professional and Technical Qualifications</p> | <ul style="list-style-type: none"> ▪ Significant relevant experience in Public Affairs, Political Communications, Campaigns or similar | <ul style="list-style-type: none"> ▪ Degree level qualification relevant to Political Communications, Campaigns or Public Affairs or similar |
| <p>Experience and Knowledge</p> | <ul style="list-style-type: none"> ▪ Experience of working within a public affairs role, or a relevant public relations, Parliamentary or Government function ▪ Proven application of well-developed knowledge of Senedd processes and the Welsh legislative environment ▪ Experience in developing and leading campaigns to change perceptions and attitudes ▪ Experience of policy development and analysis ▪ Thorough understanding of strategies and tactics to influence public policy ▪ Excellent skills in establishing and maintaining relationships with a wide variety of contacts at all levels | <ul style="list-style-type: none"> ▪ Prior experience in a public affairs role in Wales ▪ Strong contacts across the Welsh Parliament, related bodies and key stakeholders in animal welfare in Wales ▪ Proven track record of designing and implementing political campaigns in a devolved setting ▪ Thorough understanding of animal welfare and legislative issues related to cruel sports, including but not limited to hunting, shooting, snaring and animal fighting ▪ Strong understanding of the Hunting Act ▪ Volunteer management experience ▪ Experience as a media spokesperson |
| <p>Skills and Competencies</p> | <ul style="list-style-type: none"> ▪ Able to lead, inspire, motivate influence others to achieve the League's objectives ▪ Confident and effective communication skills, including negotiation and conflict resolution ▪ Ability to establish and maintain excellent working relationships with staff, trustees, supporters and other stakeholders ▪ Close attention to detail and skill at processing, distilling and presenting complex information ▪ Excellent judgment, able to analyse and understand issues and generate solutions based | <ul style="list-style-type: none"> ▪ Welsh language skills ▪ Full driving licence ▪ Advanced MS Word, Excel, PowerPoint and Outlook competence |

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| | <p>on relevant information</p> <ul style="list-style-type: none"> ▪ Able to identify and manage risk ▪ Intermediate MS Word, Excel, PowerPoint and Outlook | |
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Personal Characteristics

1. A genuine empathy and compassion for animals and commitment to the objectives and purpose of the League.
2. A collaborative approach to work and a commitment to the values of accountability, openness and diversity.
3. A credible, approachable person that can build rapport and win hearts and minds for the League.
4. The courage and resilience to work in challenging environments and manage demands in an emotionally mature way.
5. The ability to drive forward change and adapt response accordingly to changing needs and circumstances.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

Signed by the employee:

Printed name:

Date: