



**The professional association for  
social work and social workers**

## **BRITISH ASSOCIATION OF SOCIAL WORKERS**

### **Communications, Policy and Engagement Specialist.**

Responsible to: Director of Communications & External Relations

Summary of job: A communications professional working in a vibrant communications team, you will have strong knowledge of social work or social care policy and work collaboratively with a range of stakeholders from across BASW to plan and create engaging, relevant content for our members and stakeholders for both online and print.

Working with BASW colleagues, you will keep members and key audiences abreast of social work policy and best practice and develop first class communications that build engagement in our campaign activity and wide range of membership benefits and services.

### **KEY RESPONSIBILITIES**

1. Develop and drive the BASW communications strategy to deliver high quality, timely and relevant communications for BASW members and stakeholders across print and online, to promote the BASW vision and complement our external relations, media, digital and membership strategies.
2. Plan and deliver core BASW membership and stakeholder updates and communications utilising the Customer Relationship Management (CRM) system to manage and understand our audiences and develop tailored communications for the self-service portal (membership hub), web, SMS and email.
3. Support BASW campaigns; planning, writing and developing content to capture key messages and working with the communications team to develop creative ways to engage our audiences.
4. Ensure website content is relevant, accessible and updated regularly to reflect the pace of our campaign and wider activity. To ensure it is SEO friendly, including necessary architecture, keywords, titles and

descriptions to improve the performance and meet desired search positions

5. Working collaboratively with BASW internal teams to coordinate social work policy and research content, including ongoing maintenance of the BASW knowledge hub, our online resource that captures key areas of social work policy, research and resources. Maintain a strong approach to monitoring and disseminating key policy and practice information to members, staff and other relevant stakeholders
6. Maintain and update communications that promote the BASW membership offer, working collaboratively with the membership and communications teams to support promotions, updates and overall improvements to the membership journey.
7. Working collaboratively to capture and administer stakeholder relations within the CRM system. Ensuring consistent approach to stakeholder mapping and capturing engagement activity, coordinate GDPR requirements and liaise across BASW teams to ensure accurate and up to date information.
8. Provide analytics and measurements to capture the impact of our campaigns, policy and practice content, stakeholder engagement and generating reports for management teams.
9. Undertake activities as necessary and appropriate to the role.
10. To undertake additional duties as required by the Chief Executive.