



The professional association for
social work and social workers

JOB DESCRIPTION

Role:	Manager of BASW's country-specific activities through leading dedicated country teams
Job Title:	NIASW/ SASW/ BASW CYMRU/BASW ENGLAND National Director
Accountable to:	Chief Executive
Responsible for:	All Country staff

Summary of job:

- i. To provide leadership and management of the activities of BASW, the professional association of social work, in the dedicated country teams in (England/Scotland/NI/Cymru) working closely with the relevant NSC, reporting to the Chief Executive
- ii. To support members across the country, coordinating member engagement and involvement in the association and in the profession at country level.
- iii. To deliver country business delivery plans, developed with the relevant NSC, meeting country level priorities, in line with the strategic business plan for BASW UK.
- iv. To act with delegated authority from the CEO.
- v. To deputise for the Chief Executive as required, on professional matters.
- vi. To represent and speak for BASW as the recognised National Director in strategic forums and other professional contexts at national level.
- vii. To be a lead representative for BASW in the media and other outward facing and promotional platforms on country specific matters and represent BASW UK as appropriate
- viii. To be a part of the collective senior leadership of BASW UK and to show leadership behaviours across the association, in all situations
- ix. To support, influence and enhance the BASW UK Professional Development and Education activities and shape the ongoing development of BASW as the professional body for social work and social workers across all four nations.
- x. To manage staff and delegated budgets at country level
- xi. To ensure country and UK wide activities and communications are integrated wherever possible to ensure BASW operates as one organisation

- xii. To contribute to the development of UK wide policy
- xiii. To ensure that in all activities at country level, the implications and interdependencies with BASW are taken into consideration including identifying where joint working with and support to BASW UK colleagues is required

Key accountabilities

1) Work with National Standing Committees (NSC) to develop and co-ordinate member recruitment, engagement and activism in the countries

- 1.1 To take the lead in ensuring that the strong and unique professional identity of social work is safeguarded and promoted within the devolved context
- 1.2 To promote and maintain BASW's independence as a membership organisation, within the national political context and within constructive alliances and partnerships with stakeholders and other relevant bodies.
- 1.3 To lead on and influence opportunities to educate, advocate, challenge and campaign in the best interest of the profession and the people who need and use our services
- 1.4 To lead on and coordinate the BASW contribution to the development of social work services' policy and practice in accordance with the BASW Code of Ethics and other BASW UK policies, including promoting and harnessing the skills and expertise of members.
- 1.5 To develop and facilitate branches and other networks of members to share knowledge and expertise and promote good policy and practice.
- 1.6 To ensure the BASW office in each country is an effective national base for the dissemination and mutual exchange of advice and information for members and staff across the association.
- 1.7 To work with the strategic lead for BASW UK membership and co-ordinate nation membership recruitment and retention activity; work with universities and training providers, any employers of social workers and self-employed social workers to enable optimum recruitment and retention of members.
- 1.8 To act as country point of contact to promote the range of services of BASW. To ensure the BASW office in each country is an effective national base for the dissemination and mutual exchange of advice and information for members and staff across the association.
- 1.9 To identify and promote effective communication within the country and across BASW and to create networks of communication and support through social media in partnership with BASW Communications and Marketing services in the UK and in alignment with the BASW communications strategy
- 1.10 To support advice and representation of individual members in active partnership with SWU/ A&R and identify key themes which can inform strategy and activity.

2. To develop BASW as the professional body for social work through upholding BASW standards and the Code of Ethics, and contributing to the development delivery of Professional Development and Education activities

- 2.1 To provide country specific leadership in the design, development and delivery of Professional Development and Education (ProfDE) activities with strategic responsibility for national CPD.
- 2.2 To input into courses and specific modules on practice, focusing on policy, practice and professional identity.
- 2.3 To develop the capacity of professional staff to deliver, facilitate and coordinate CPD activities
- 2.4 To organise or support appropriate awards or other events celebrating best practice and CPD attainment in the respective countries
- 2.5 To be the key representative and lead for liaison and relationship building with the country regulators and other key stakeholders in the development and upholding of professional standards

3. Leadership within BASW

- 3.1 As a member of the UK Senior Leadership Team (SLT), to contribute to the development and delivery of Council priorities and budget setting including the 2020 Vision, and the overall effectiveness of BASW as one organisation
- 3.2 To ensure all activities and workstreams are in line with BASW's service user involvement and co-production framework alongside all other relevant policies on equalities, diversity and inclusion.
- 3.3 To work with the Chair and members of the relevant BASW NSC to develop and implement the nation and BASW Business plan, with stated objectives, indicators and measurable outcomes
- 3.4 To provide written and verbal reports on the country delivery plan as required by the CEO, Committee and Council, within the agreed business reporting framework
- 3.5 To be an active, contributing member of SLT, contributing to the work of the team, providing lateral management cover, collective leadership and support for colleague
- 3.6 To lead and deliver on specific work streams and initiatives on behalf of SLT
- 3.7 To understand and apply project management processes, risk assessment, monitoring and reporting systems and templates, and use these as applicable.
- 3.8 To lead on and manage activities within the designated country budgets, and to evidence due diligence in budget management and monitoring, in accordance with the association's standards, policies and ethics, identifying opportunities to generate additional income and reduce waste.
- 3.9 To take a lead role on influencing policy and development, through consultations, written and oral evidence to Parliament(s) and government bodies,

lobbying groups, users of services and advocacy groups, and other appropriate forums.

- 3.10 To actively influence and inform activity focused on social welfare and pursuit of social justice.
- 3.11 To liaise with politicians, civil servants and decision makers on legislation and guidance.
- 3.12 To work with media and communications at national and UK level on issues affecting social work, social workers, users of services and related matters, informing, supporting and where appropriate challenging perceptions and attitudes, and promoting BASW.
- 3.13 To lead, identify and pursue opportunities for income generation related to business activity (e.g. as part of CPD offer for members), and/ or other philanthropic or business opportunities.
- 3.14 To pro-actively influence, generate and support research opportunities in partnership with academic institutions and other partners which will enhance the social work profession, its members and the people who use our services
- 3.15 To design, develop and take the leadership role in innovative ways of promoting the membership such as Ambassador and Mentoring schemes.
- 3.16 To be responsible for the work of accountable staff, providing effective supervision/one to ones, management and guidance, and build and lead an effective high performing team. To design and facilitate work plans for manager and staff informed by the Business plan, and manage the country office
- 3.17 To deputise for the Chief Executive on professional matters, and undertake additional duties commensurate with grade and level in the organisation, as required