

BASW

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

BRITISH ASSOCIATION OF SOCIAL WORKERS

Communications and Policy Officer (SASW)

Responsible to: National Director – Scotland

Summary of job: To support the SASW National Director with all areas of policy and communication in order to promote the Association and social work to all stakeholders, internally and externally. To inform, reflect on and, where appropriate, lead on SASW policy and communications strategy, policy responses and our political engagement relating to social work and social workers in Scotland, and to inform and support BASW UK policy activity. To encourage and support membership participation and engagement in both areas of the job.

KEY RESPONSIBILITIES

POLICY

To lead the SASW strategies on our relationships with Scottish Government, Scottish Parliament, political parties and politicians.

To initiate, build and sustain links and relationships with the relevant MSPs, ministers, their advisors, and officials of the Scottish Government, and a wide range of other stakeholders both to inform SASW and to ensure the views of SASW are heard by the Government and the key political parties in Scotland.

To liaise with BASW UK Policy and Public Affairs Lead on similar as relate to Westminster and the UK Government.

To initiate, develop and deliver opportunities for SASW via political and governance structures (e.g. Committees, CPGs, party political conferences and think tanks).

To initiate and support specific political campaigns both as 'stand-alone' initiatives and as part of wider public campaigns.

To deliver the secretariat to the CPG on Social Work and contribute to/monitor other CPGs as appropriate.

To represent SASW at relevant policy groupings and events, to develop relations with other policy officers in the country, and to feedback information to the membership, professional staff and BASW colleagues. To liaise effectively with BASW Policy colleagues and by inform the various committees.

To work in conjunction with other team members in areas of policy consultation, research and writing (e.g. national policy consultation responses, SASW policy documents, practice guidance, position statements, discussion papers and other materials).

To monitor Government consultations and calls for evidence relevant to social work, deliver fit for purpose consultation processes with members, staff, people who use services and wider stakeholders to help inform and develop policy and written products for SASW (e.g. online surveys, focus groups, large group consultations etc), and where appropriate in conjunction with BASW Policy team

To produce written materials of high quality, suitable for SASW and where desirable BASW UK dissemination reflecting Scottish political and parliamentary context and legislation.

COMMUNICATIONS

To lead the SASW Communications Strategy ensuring it supports both our business as usual work and projects.

To provide relevant, timely information to a range of audiences via a range of media including regular bulletins for our membership.

To work with SASW's Press, Marketing and Communications Team to contribute to press releases, articles, editorials etc. as required, ensuring high quality communication, press coverage and online content, dissemination on social media and other appropriate platforms

To draft, and comment on, reports and other documents, for Council, Standing Committees and other audiences

To ensure that the SASW section of the BASW UK website always looks fresh and reflects SASW's brand personality, by updating content and writing news on an ongoing basis.

Design and produce promotional literature such as posters and flyers, to help promote SASW to stakeholders. You will convey SASW's personality through a range of medium, both internally and externally.

Give stakeholders and the general public an insight into the work that we do, through writing, recording films and audio, taking photos and showcasing our work.

To organise events and help deliver them as appropriate in conjunction with the SASW Events Officer and BASW UK Professional Development team.

To develop and maintain a strong social media presence for SASW, through twitter, Facebook, YouTube, Instagram and other channels. Review the success of these channels and develop social media campaigns that attract attention to SASW's messages.

Develop and support SASW's stakeholder relationships.

To contribute to the development of BASW and SASW stakeholder databases and help to produce appropriate bulletin content to be sent to these stakeholder groups and encourage and support staff and members to provide quality content for promotional purposes.

To act as SASW's support function to colleagues across the Association who are organising events, in order to ensure all SASW's events are professional and give stakeholders a positive image of the Association.

QUALITY, HEALTH & SAFETY

Share responsibility for good health and safety practices, including participating in fire drills and risk assessments, and reporting to management any matters of concern.

Undertake all duties in accordance with BASW UK's policies, with particular reference to the Equality and Diversity and Health & Safety policies, and work towards their continuing development and implementation.

DEVELOPMENT

Undertake a staff induction programme and assist, as requested, in the induction and training of new members.

Participate in staff meetings, supervision meetings, training, team development sessions and other meetings as required, reporting back to the team as appropriate.

DELIVERING EQUALITY

Foster the equality, diversity and rights of others by ensuring people are respected and valued as individuals.

Promote the rights and needs of people who use social work services.

OTHER

To ensure that identified activities are efficiently managed within the available budget

To measure impact and monitor progress.

Undertake development activities as necessary and appropriate to the role.

Undertake all duties in accordance with all BASW UK policies and work towards their continuing development and implementation.

To contribute to, and help shape, SASW's policies.

The employee may on occasions, and in necessary circumstances, be called upon to undertake work in other functions or locations in order to ensure SASW's commitments are fulfilled.

To undertake additional duties as required by the National Director or Chief Executive.