



Role Profile

FEX10

The Role			
Role Title:	Public Affairs Advisor (Wales)	Reporting to (job):	Senior Public Affairs Manager Wales
Legacy job titles covered by this role profile:	N/A	Jobs that typically report into this role:	None
Function / Org Unit	Advocacy, campaigns & Policy / Public Affairs & Campaigns	Job Number: <i>(to be assigned by Reward)</i>	FEX10
Base and travel	Home and Cardiff Office based	Band <i>(to be assigned by Reward)</i>	B
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0	Budget (Operating/Capital)	0
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	<p>The Public Affairs Adviser - Wales will be required to make decisions as to the political impact of their actions, and how these will promote or protect the reputation of the RSPCA Wales.</p> <p>On a day to day basis the post holder will make decisions on the direction of a project or campaign however, as is the nature of the job more sensitive</p>

			<p>decisions will be made in conjunction with the Senior Public Affairs Manager - Wales</p> <p>The Public Affairs Adviser - Wales will have the freedom to act and use their own initiative, within the confines of RSPCA processes, to carry-out the majority of the projects in their area of work. Notably the Public Affairs Adviser - Wales will be required to think innovatively in how they approach local government in building the relationship with stakeholders, in addition to fostering good relationships with other politicians and key figures in Wales' civic society..</p>
Working Environment	Office Based		
Role Purpose	<p>To promote the activities and profile of RSPCA Cymru within Welsh civic society, namely the Senedd (the Welsh Parliament), all Unitary Authorities and other key stakeholders related to animal welfare.</p> <p>The jobholder will support the public affairs delivery of the RSPCA; including lobbying for legislative, policy and procedural change for the benefits of animals across Wales. A core duty will be to lead on the RSPCA's relationship with local authorities in Wales, including on issues such as dog breeding regulation and standards at animal welfare establishments; in addition to furthering the RSPCA's objectives with elected representatives at all levels.</p> <p>The jobholder also provides the secretariat, and organisational and political support, to the Animal Welfare Network for Wales coalition of organisations, which is the sector council for animal welfare in Wales and has a seat on the Third Sector Partnership Council.</p>		

Principal Accountabilities

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- Working with the Senior Public Affairs Manager (Wales), conduct research and collate material for political briefings and consultation responses, for the Welsh Government, Members of the Senedd, political parties, local authorities and other public stakeholders. Coordinate with the RSPCA's specialist Science and Policy Teams, to ensure messaging is evidence-based.
- Support nurturing RSPCA relationships with key political stakeholders and decision-makers, including Unitary Authority cabinet members and senior employees; Members of the Senedd and their support staff and other key stakeholders.
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- Respond to enquiries from Members of the Senedd, Wales' Members of Parliament unitary authorities, the Members' Research Service of the Senedd and other key stakeholders regarding animal welfare and RSPCA matters relevant to Wales. Where appropriate and in conjunction with the Public Affairs Manager (England), respond to Members of the UK Parliament in Wales on constituency matters.
- Support the day-to-day functioning of the Animal Welfare Network for Wales, including through the provision of secretarial, organisational and political support.
- Support the administration and delivery of the RSPCA's annual flagship PawPrints award scheme in England and Wales; encouraging, promoting and following up applications from unitary authorities, housing associations, police, fire and rescue services and other public sector bodies to adopt protocols and processes that further animal welfare. Support the scheme's management and development, promoting and marking entries accordingly.
- Create and develop regular e-communications including for elected representatives of the Unitary Authorities and, where appropriate, Community Councils in Wales, promoting RSPCA welfare schemes, events and policy objectives.
- Update, maintain and oversee the RSPCA's Political Animal website, ensuring all Wales content is

	<p>accurate and regularly refreshed - including briefing documents and relevant legislative documentation. Promote use of this portal within Wales' civic society.</p> <ul style="list-style-type: none"> ● Monitor and influence the business and activities of Unitary Authorities in Wales, deciphering opportunities to promote RSPCA Cymru campaigns; including supporting the production of responses to local government consultations, briefings to elected local representatives and officials, and giving evidence where required. Seek to ensure local authorities adopt policies and Notices of Motion furthering the animal welfare cause in Wales. ● Further the understanding elected representatives have of RSPCA inspectorate, by coordinating Inspectorate Days Out and other related opportunities with politicians. Work with the RSPCA Cymru media team to appraise and maximise publicity for these events. ● Monitor the progress of animal and relevant non-animal legislation in Wales, and support the delivery of an appropriate RSPCA Cymru response to each stage. ● Aggregate political briefings for trustees, local RSPCA branches and senior RSPCA colleagues. ● Develop partnerships and coalitions with stakeholders across Wales; exerting combined influence to promote and enhance animal welfare asks, including utilisation of the RSPCA's membership of the Welsh Council for Voluntary Action (WCVA). ● Support and plan the delivery of RSPCA Cymru's attendance at party political conferences in Wales, ensuring that the budget is fully utilised to ensure an appropriate presence to maximum influence. ● Coordinate and follow-up tasks sent to RSPCA Cymru's public affairs agency, ensuring that tasks are completed on-time and on-budget. ● Support the wider delivery of the RSPCA's public affairs work across Wales, England and internationally as required.
Key Interfaces	<p>The Public Affairs Adviser - Wales would communicate with a range of external stakeholders including:</p> <p>Elected representatives - such as Members of the Senedd, MPs with constituencies in Wales and local councillors regarding the work of the RSPCA in Wales. Much of this would be in person at meetings in both the Welsh</p>

	<p>Parliament, local authorities and constituency offices. Written communications will also occur regularly via direct correspondence with AMs and a regular newsletter dedicated to local authorities. All such communications require significant diplomacy and negotiation as well as persuasion as they seek to gain support for RSPCA goals.</p> <p>Key stakeholders - such as other animal welfare charities and local authority employees, promoting RSPCA schemes and policy asks, including key responsibility concerning promotion of the PawPrints awards in Wales.</p> <p>Public Affairs Agency - tasking RSPCA Cymru's public affairs agency with projects and meeting with them on a regular basis to ensure the full use of the hours and resources.</p>
The Person	
Personal Attributes and Key Competencies	<p>Excellent communication skills (oral and written)</p> <p>Strong organisational, administrative and secretarial skills.</p> <p>IT skills - ability to use programmes similar to word, excel and powerpoint</p> <p>Attention to detail and ability to work to tight deadlines.</p> <p>Organised and have good administrative skills.</p> <p>Ability to build rapport across a wide range of people.</p> <p>Ability to work under own initiative and be flexible in their approach.</p> <p>Willingness to work on team projects outside of normal job duties.</p> <p>Full drivers licence with access to a vehicle</p>
Essential Key Skills, Qualifications & Experience	<p>Degree or equivalent experience working in the public affairs, political or lobbying sector.</p> <p>Previous experience of working for a Member of the Senedd, a public affairs agency, party political research office</p>

	<p>or an organisation with demonstrable relevant experience.</p> <p>Practical understanding of the Senedd's legislative processes and wider political systems.</p> <p>Knowledge of devolved policy-making process; and the impact devolution has had on the constitutional make-up of the modern UK.</p> <p>Ability to deal sensitively with politicians from all political parties.</p>
<p>Desirable Key Skills Qualification & Experience</p>	<p>Degree in politics or a social science subject.</p> <p>Membership of Public Affairs Cymru (PAC) or equivalent body. Previous experience working for a charity in a public affairs role.</p> <p>Ability to write, speak and communicate through the medium of Welsh.</p> <p>Proficient in the use of the Google suite of applications.</p> <p>Passionate advocate of the animal welfare cause</p> <p>Empathy towards the RSPCA's work and policies</p>
<p>Personal commitment to:</p>	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p>

	Understand and comply with any Society Code of Conduct.
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>

Creation and Authorisation			
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>			
Profile written by:	Chris O'Brien	Role: Senior Public Affairs Manager (Wales)	Date: 12/5/2021
Approved by (operations):	David Bowles	Role: Head of Public Affairs & Campaigns	Date: 12/5/2021
Approved by (HR):	Luan Moorshead	Role: HRBP	Date: 12/5/2021

Date Job last evaluated: February 2019