



# Head of External Affairs (Wales) Recruitment Pack

# Head of External Affairs

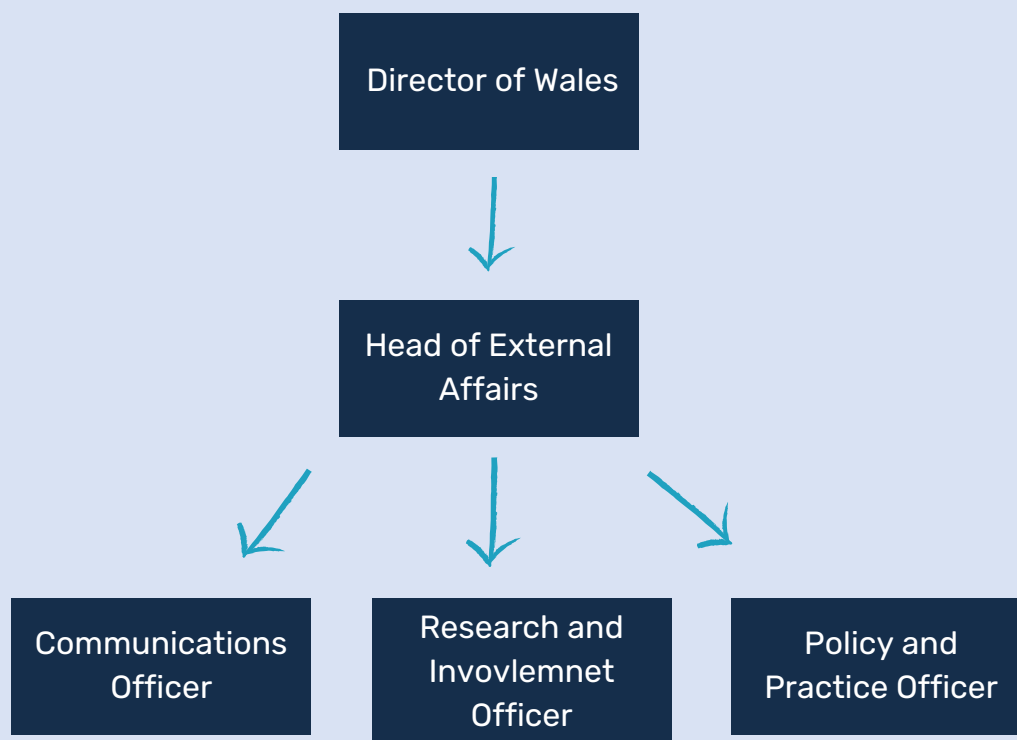
## Wales

**Contract:** Permanent, full time

**Hours:** 35 hours per week

**Salary:** £49,000 - £52,000 per annum

**Location:** Anchored to the Cardiff office. Minimum expectation of being present at least one day a week in the office.



## Why this role is pivotal to Carers Trust

The Head of External Affairs is a key role within the Carers Trust Wales team responsible for developing and delivering a dynamic external affairs strategy to ensure the issues impacting on unpaid carers and the services they rely on are a priority for Welsh Government, the Senedd and other key statutory partners.

A high-profile role, our Head of External Affairs is a credible spokesperson for the organisation working alongside the media, third sector and other key stakeholders to raise awareness of, and generate support for, the issues impacting unpaid carers and the services they rely on.

Through this role you will be central to advancing our mission by increasing the profile and influence of the Carers Trust Network in Wales, campaigning to make carers' rights a reality through the delivery of Wales-based and UK wide campaigns, and the production of high-quality content for a range of audiences.



## Main responsibilities (*not an exhaustive list*)



- To listen deeply and work collaboratively with our Network Partners to identify, create and utilise opportunities to create positive legislative, policy and practice change for the benefit of unpaid carers and the services that support them.
- To contribute to the shaping and delivery of a UK-wide strategic approach to policy, public affairs and external communication and to lead the development of Wales-based strategic and operational plans within these areas of delivery.
- To manage a small External Affairs team, taking a strength based values-led approach and creating a positive learning culture. This is a hands-on role: you'll lead and personally draft policy briefings, consultation responses and external communications.
- To have oversight of policy, research, campaigning and communication functions for Wales as part of a UK wide community of experts.
- To act as a senior spokesperson for Carers Trust to Wales-based media and with senior decision makers creating opportunities to share our key policy priorities and external messages.
- To develop strong networks of influential stakeholders including with journalists, politicians and senior leaders within local authorities, local health boards and the third sector.
- To create opportunities to engage and involve unpaid carers with our work including through the delivery of activities founded on the principles of co-production.
- To represent Carers Trust on a range of national internal and external working groups, steering groups, networks and alliances to inspiring, informing and driving action on the issues impacting unpaid carers and carers services.
- To lead on ensuring brand consistency, tone of voice and the quality of all external communications for Carers Trust in Wales.
- To manage and develop a range of collateral to support the delivery of our funded programmes including the commissioning of videos, digital resources, printed reports, media buying alongside managing Carers Trust Wales' social.

## Our ideal candidate

- Shares the values of Carers Trust, working in an inclusive, trusted and courageous way within the Wales team and across our UK wide organisation.
- Ability to develop trusted relationships within the Carers Trust Network – working collaboratively and supportively with experts across our Network.
- Confidence and experience representing a national organisation at senior level including working with Welsh Government Ministers, Members of the Senedd, the media and a range of senior stakeholders.
- Proficiency to undertake all aspects of this role in both English and Welsh language equally.
- Experience of strategic influencing at a national level including working directly with Members of the Senedd, Senedd Committees and civil servants.
- A passion for building effective relationships with a range of stakeholders and the ability to communicate with diverse audiences effectively.
- Experience of analysing and influencing policy at a national level and formulating policy recommendations in an evidence-led way that empowers those with lived experience to have their voices heard.
- The ability to act as a bilingual spokesperson for Carers Trust in the media and at events providing an expert view on the issues impacting carers in an engaging way.
- Experience of developing effective briefings and reports as well as dynamic online content.
- Knowledge of the issues facing third sector support organisations and how this relates to local and regional policy and the commissioning environment in Wales.
- The ability to work with external agencies to commission a range of bilingual resources including videos, animations and reports.

We are looking someone with the passion and skills to make sure that unpaid carers are a priority for Welsh Government and the Senedd ahead of and following crucial elections in May 2026.

The ideal candidate will have demonstrable experience influencing funding, policy and legislation at a national level in Wales on behalf of a third sector organisation and be adept at working alongside people with clarity and compassion. They will be confident commissioning impactful bilingual digital and print collateral for national programmes, adding value by taking creative approaches to communicating to our key audiences effectively.

As an infrastructure organisation, we value the ability to build strong and trusted relationships with colleagues across a Wales-wide network of organisations. Someone who has thrives on uniting and motivating others behind a shared goal to deliver collective impact would excel in this role.

## How to apply

Applications are to be submitted through the Carers Trust recruitment portal, please upload your CV and a supporting statement setting out how your skills and experience match the criteria for this role.

We are happy to accommodate any adjustments you may have and will share all interview questions in advance as part of our commitment to inclusive hiring.

For an informal conversation or any questions about the role please contact [recruitment@carers.org](mailto:recruitment@carers.org)

**Application deadline:** Monday 12<sup>th</sup> January

**Expected interview dates:** Tuesday 20<sup>th</sup> January