



Job Description: Senior Officer – Communications

Reports to:	Deputy Chief Officer
Grade:	£70,000 per annum (pro-rata), including London Weighting)
Part time:	0.2 (FTE). Flexible hours to be agreed.
	Fixed term for one year.

The Association of Directors of Adults Social Services (ADASS) is a charity. Our objectives include:

- Furthering comprehensive, equitable, social policies and plans which reflect and shape the economic and social environment of the time
- Furthering the interests of those who need social care services regardless of their backgrounds and status
- Promoting high standards of social care services

Our members are current and former directors of adult care or social services and their senior staff including Principal Social Workers (PSW)s.

Senior Officer - Communications

Social care has never had such a high profile, albeit in tragic circumstances. We are looking for someone with senior level communications expertise who shares the vision and values of ADASS and can help us to firmly build on our reputation as a leader in adult social care. The purpose of this is to make a positive difference for older and disabled people, their families and the people who work to provide care, supports and safeguards for and with them. Social care is important for all of us.

Job Purpose:

Your expertise in writing complex communications powerfully will drive our media and PR activity and enable us to take advantage of the many external opportunities to further enhance our media profile.

You will be a strategic thinker with a proven track record in communications and/or journalism with a deep commitment to older and disabled people and their families who need care and support.

You will be a strong communicator and writer who will be able to shape our conversations, coordinate activity and develop our content. Drawing on our internal expertise you will help us to identify external opportunities. You will provide strategic communications advice and written material for trustees and other senior colleagues.

Core Accountabilities:

1. To write high quality, incisive content and help shape other resources and outputs;
2. To support trustees and other senior staff in the organisation to develop and deliver a proactive and integrated communications plan;
3. To develop and implement new systems and processes to support our internal and external communications;
4. To develop new and strengthen our existing relationships with journalists and other key stakeholders.

Specific Accountabilities:

1. To support ADASS in increasing awareness of adult social care, strategy, direction and our core messages;
2. To write high quality content that shapes the external debate about current and future shape of adult social care. This include authoring reports and writing thought provoking blogs and articles;
3. To increase our contact with a wide range of media outlets and journalists, undertaking background briefings and securing media opportunities for the ADASS President and other spokespeople;
4. To author press releases, briefings, other media content and member communications in a timely and effective fashion;
5. To undertake contact and meetings with partners, stakeholders and journalists on behalf of the charity;
6. To exploit existing and implement new ways of communicating and collaborative working with the staff team, members, ADASS networks, stakeholders and the wider public;
7. To support ADASS events including the annual members conference (Spring Seminar), NCASC and any other ADASS virtual and in-person events;

8. To provide briefings, advice and support to ADASS trustees and other senior colleagues.

Other Duties

1. Adhere to the Association's Equality and Diversity policy in all activities and actively promote equality of opportunity wherever possible;
2. Be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act (1974) and relevant legislative directives;
3. Work in accordance with the Data Protection Act, General Data Protection Regulations and any other data protection and intellectual property legislation;
4. Be aware of, comply with and contribute to the development and review of the ADASS Code of Conduct and other ADASS policies;
5. Commitment to ADASS's values and charitable objectives;
6. Undertake such other duties as may be reasonably expected.

How To Apply

Please email a copy of your most recent CV and a Cover Letter explaining why you would be a good fit for this role to [Phil McCarvill](#). Applications will be reviewed on a rolling basis until the position is filled.

ADASS has a positive approach to achieving a diverse workforce and welcomes applications from all sectors of the community.