

**CARERS  
TRUST**



**Director of Wales  
Recruitment Pack**

# Director of Wales

## UK Policy and External Affairs

<b>Contract:</b>	Permanent
<b>Hours:</b>	35 hours per week
<b>Salary:</b>	£69,084
<b>Location:</b>	Hybrid - agreed combination of days in both home and office based in Cathedral Road, Cardiff

*29.5 days annual leave (April-March) plus bank holidays, pension scheme (3% rising to 5% employer contribution post-probation), flexible working, and 2 paid volunteer days.*

## Why this role is pivotal to Carers Trust

The Director for Wales is a key role at Carers Trust, leading our work across Wales to ensure we deliver for unpaid carers and for local carer organisations. The postholder will have responsibility for taking forward and implementing our Wales strategy, as part of our broader UK strategy 'Building a Caring Society'. They will show visible leadership in relation to staff, funders and donors, partners and with the Welsh Government, at both ministerial and officer level. They will be as comfortable in conversations about and leading programme development and delivery, as they are with representing the organisation externally. We are looking for somebody entrepreneurial and creative, able to extend our reach and impact, and passionate about the cause of unpaid carers.

## About us

Carers Trust is a dual impact charity, supporting local carer organisations and unpaid carers across the UK. For the year ending 31st March 2022, across the UK, we:

- Reached 917,394 unpaid carers through our 123 local partner organisations
- Supported 456,089 unpaid carers, including 46,876 young and young adult carers
- Distributed £4,016,421 in grants to support unpaid carers
- Attracted high profile media coverage and influence through our research

Three in five of us are likely to become a carer in our lifetime. There are an estimated 370,000 unpaid carers in Wales, which includes at least 30,000 under the age of 25.

Our work in Wales is multi-faceted. We support our network of local carer centres to deliver a range of services to unpaid carers, including information and guidance, group support and social activities, help with access to education, training and employment and dedicated young carer services.

The Carers Trust Wales team leads on influencing and policy work, including through our Youth Council and as a partner of the Welsh Youth Parliament. Since 2020 Carers Trust Wales has also distributed more than £3 million of Welsh Government funding to unpaid carers in financial hardship under the Carers Support Fund. As the National Coordinating Body for the Welsh Government's £9 million Short Breaks Fund, Carers Trust's third sector short breaks grant scheme aims to reach 30,000 unpaid carers by 2025.

## Our strategic vision for 2022-25



Carers Trust works to transform the lives of unpaid carers across the UK. We partner with our network of local carer organisations to provide funding and support, deliver innovative and evidence-based programmes, raise awareness, and influence policy. We are a forward-thinking organisation about to embark on our 2022-25 strategy, Building a Caring Society, which has several ambitious goals. Carers Trust is working towards a future where:

- Every carer has access to a high-quality local carer organisation.
- No carer is pushed into poverty or financially disadvantaged by their caring role.
- All carers, regardless of circumstances or stage in life, are able to enjoy a fulfilling life outside their caring relationship.

### **By 2025, we will have:**

- Increased the number of unpaid carers accessing our collective services to at least 1.5 million, with greater take-up of support by under-represented groups.
- Achieved 100% coverage of UK geographies within our network of local carer organisations, with all our local partners rating our support as 'excellent' or 'good'.
- Delivered measurable benefit to unpaid carers and local carer organisations through our policy and campaigning work.

## Carers Trust values



Our values are at the heart of who we are and everything we do. They inspire our thinking, guide our actions, and ensure we deliver the very best for unpaid carers.

### **We are Trusted**

We work as a trusted partner working collaboratively and building genuine relationships with unpaid carers, network partners and supporters to deliver the services we say we will. We behave with integrity, transparency, and value everyone's contribution to our work.

### **We are Inclusive**

We recognise the value of listening to the experiences of as diverse a group of unpaid carers, network partners and supporters as possible in helping us to meet the needs of unpaid carers in new and exciting ways and to shape services that are truly inclusive.

### **We are Courageous**

We speak up, challenge and act when we see an opportunity or when there is an injustice and want to enable unpaid carers, network partners and supporters to be bold, and seek out opportunities for us to work together to create effective change and suggest innovative ideas for improvements in what we do.

## Our benefits



- Health Cash Plan with HSF - basic level provided, employee can top up via payroll deductions.
- 29.5 days annual leave with two days paid volunteering a year.
- Perkbox discounts.
- Employee Assistance Programme included in the above, giving access to support helplines (including counselling) and discounts.
- Life cover.
- Critical Illness cover 1x salary (permanent staff only, age limits apply, some benefit for children, no benefit for spouse/civil partner).
- Income Protection cover provides 60% of 1x salary (after 13 weeks' absence, age limits apply).
- Season ticket loans.
- Flexible working.
- Eye tests/Glasses.

## Our ideal candidate



- Significant leadership experience, likely to have been gained working within or closely with the voluntary and/or public sectors
- An appetite and flair for strategic thinking combined with the ability to translate ideas into operational business plans •
- Experience of programme development, mobilisation and management
- Experience of engaging effectively with the Welsh Government, including with Ministers and senior officials
- Track record of work which has influenced public policy and practice in the Welsh context
- Understanding and/or empathy with the challenges faced by unpaid carers and local carer organisations and of the wider health and social care context of our work
- Entrepreneurial and creative, with proven experience of spotting opportunities and identifying and delivering on new business development and income generation
- Experience of team leadership, line management, matrix management, supporting equality, diversity and inclusion and developing a healthy team culture
- Experience of managing complex stakeholder relationships and developing trusted and authentic relationships, including with decision makers, partners and internal stakeholders
- Experience of financial planning and budgetary control, dealing with a range of funding streams and contributing to funding applications and reporting.
- First class written and verbal communication skills
- Ability to speak in public and represent Carers Trust at all levels, including to local services, government Ministers and to national print and broadcast media.
- Collaborative, responsive, and flexible working style.

## Main responsibilities (not an exhaustive list)



- Responsibility for taking forward and implementing our Wales strategy, as part of our broader UK Carers Trust Strategy.
- Take overall responsibility for the direction and management of the Wales Team, including line management and wider matrix working across the organisation.
- Work closely with leaders across Carers Trust, including the Executive Team, to ensure a joined-up approach to strategic delivery and programme development.
- Oversee the development and implementation of influencing strategies in Wales and to lead our relationship with Welsh Government Ministers and officials.
- Promote the health of our network of local carer organisations and lead the strategy to ensure 100 per cent coverage of local authority geographies in Wales, working closely with our UK Director of Network Development and Innovation.
- Oversee the development and delivery of a broad programme of activity, encompassing policy influencing, strategic policy development and programmes, which maximises impact for unpaid carers, including young carers, young adult carers and those from under-represented groups.
- Represent Carers Trust externally, including through the media, with donors and funders and at events and conferences.
- Build and maintain excellent relationships including with partners, other carer services and relevant organisations and alliances.
- Ensure the Welsh context is fed into UK policy and external affairs work, including by sharing learning and good practice.
- Develop and implement strategic plans to create, deliver and promote innovative and scalable service models for carers across Wales.
- Work with the UK fundraising team to develop and deliver on a credible fundraising and income generation strategy which delivers sustainable funding.
- Play a key role in leading relationships with key donors, inspiring them to support Carers Trust financially and ensuring timely and accurate reporting where necessary.
- Manage the Wales budget, producing budgets, forecasts and managing multiple income and expenditure lines.
- Act as lead staff member for the Wales Advisory Board and support meetings and board papers for the UK Board of Trustees as appropriate.
- Take joint corporate responsibility for ensuring a safe and healthy working environment for staff, including have delegated responsibility for Carers Trust's Cardiff office.

## How to apply

For a confidential conversation about the role, please contact either:

**Joe Levenson (Executive Director of UK Policy and External Affairs)**  
[jlevenson@carers.org](mailto:jlevenson@carers.org) or **Kirsty McHugh (CEO)** [kmchugh@carers.org](mailto:kmchugh@carers.org)

*For further information about the application process, please contact Andrew Hyland (Head of People and Culture) on [ahyland@carers.org](mailto:ahyland@carers.org).*

To apply, please submit an up-to-date CV and supporting statement to Andrew Hyland on [ahyland@carers.org](mailto:ahyland@carers.org).

Closing date for applications will be **9am, Wednesday 25 January 2023**. We will let shortlisted candidates know by **Friday 27 January 2023**.

Stage 1 interviews (will be remote) - Tuesday 31 January or Wednesday 1 February 2023

Stage 2 interviews (in person in Cardiff) - Wednesday 8 February 2023



