

WSA

**Welsh Sports Association
Cymdeithas Chwaraeon Cymru**

Welsh Sports Association

Policy and Communications Manager

Recruitment Pack

Introduction

The Welsh Sports Association (WSA) is searching for a Policy and Communications Manager to lead strategic engagement and showcase the power of sport and physical activity.

The WSA is the membership body for the sport and leisure industry in Wales, charged with the task of providing leadership, advocacy, and a gateway to business & governance services for the sector.

We are the collective voice for the sector, proactively advocating and influencing key decision makers. Our members are at the core of what we do, and we collaborate to ensure that our support services are designed with their specific needs in mind, setting the sector up for success.

We are looking for an experienced and dynamic individual with a passion for sport who has their finger on the pulse of the Welsh policy landscape - someone who can use their diplomacy and engagement skills to influence and raise awareness of the power of sport and physical activity among key decision makers.

This role will provide the strategic lead for the WSA on all communications including media services, public relations and stakeholder engagement. You will also proactively develop positive relationships with member organisations and stakeholders including Welsh Government, civil servants, statutory bodies, the third sector and the media.

- £45-£48k per annum
- Responsible to the Chief Executive Officer



Our Values

Agile

As an independent public body, we're able to react to the challenges you face, often before they're even front of mind

Collaborative

We create meaningful opportunities with new contacts, and strengthen existing relationships for the benefit of sport in Wales

Trusted

Working to the highest of standards, we strive to maintain the confidence of members, and integrity of the Welsh Sport Association.

The Vision of the WSA

Our Vision is for "A Vibrant Active, Nation", and our Mission is to empower our members to be stronger and more successful, contributing towards a society fit for the future. We will achieve this by:

- Leading Advocacy – An independent, collective voice
- Developing Resilience – Financial, organisational sustainability and professional support, training and development.



Key Responsibilities

- Develop and implement an effective strategic approach to a communications and external advocacy policy that supports the delivery of the WSA's priorities and the wider sector.
- Working alongside WSA staff to create and plan public relations and advocacy strategies and campaigns to enhance brand image and voice.
- Work closely with partners and member organisations to develop and prioritise effective new policy areas which will impact and improve the work of the sector.
- Manage the delivery of the communications and external policy for the WSA, including stakeholder mapping / management and partnership communications, to ensure a coordinated and effective service. For example, this will include liaison with MSs, Ministers and civil servants within both Senedd Cymru and the Welsh Government.
- Develop positive relationships with member organisations and stakeholders including Welsh Government, civil servants, statutory bodies, the third sector and the media.
- Represent the WSA and its members in a variety of forums, advisory panels and other contexts as needed.
- Deliver targeted events, often in collaboration with Members, designed to engage opinion formers and key decision-makers.



What you will be doing...

- Leading advocacy on behalf of members.
- Working with WSA members to create bespoke advocacy campaigns.
- Maintaining effective relationships with Government, Ministers and Officials, Government funded organisations (such as Sport Wales), sports associations, governing bodies, third sector partners – as well as other key influencers.
- Canvas and collect member views on a variety of public policy proposals to inform and submit consultation responses on behalf of the WSA membership to public consultations.
- Brief WSA staff, board members and WSA members on current affairs in Wales.
- Provide advice, guidance and scrutiny to the WSA and its member organisations on communications and advocacy issues, ensuring that the WSA's reputation is developed, protected and promoted.
- Ensure provision of effective and proactive external communications, reputation management and media handling on a day-to-day basis to promote the work of the WSA and its member organisations.
- Lead the production of the WSA's key reports and monitoring documents, including the Annual Report and the Member Perception Survey.



Person Specification

Essential Criteria

Experience and Knowledge

- Significant experience leading policy development, influencing decision-makers, and shaping organisational positions.
- Proven track record of developing and delivering successful communication strategies across a range of channels.
- Strong understanding of the policy-making process, including Welsh government structures, Senedd processes, and stakeholder engagement.
- Experience advising senior leaders or boards on policy, public affairs, and communication matters.
- Demonstrable experience managing high-profile or sensitive issues, including crisis or reputation management.
- Track record of writing/collating, producing, publishing and distributing press releases, reports, speeches, briefings and consultation responses

Skills and Abilities

- Excellent written communication skills, with the ability to translate complex issues into clear, accessible content.
- Strategic diplomacy skills in policy development and politics.
- Highly effective verbal communication and presentation skills, including representing the organisation externally.
- Strong analytical and strategic thinking skills, with the ability to interpret data, research, and evidence to inform policy positions.
- Ability to build and maintain strong relationships with senior stakeholders, partners, policymakers, and media.
- Strong planning, organisational, and prioritisation skills, with the ability to manage competing deadlines.



Person Specification

Desirable Criteria

- Experience working within (or closely with) government, public sector, or voluntary sector organisations.
- Knowledge of the policy landscape for the sport and leisure sector in Wales.
- Understanding of member engagement, specifically not-for-profit organisations.
- Ability to speak the Welsh language.
- Evidence of continuous professional development in policy, communications, or leadership.



Benefits Package

- Salary of between £45k-£48k, dependent on skills and experience
- 25 days' paid holiday rising to 27 after appropriate years of service
- Enrolment onto NEST pension scheme with matched contribution of 5%
- Health Insurance & Life Assurance
- Sick pay
- Cycle2Work & Electric vehicle salary sacrifice scheme
- Complimentary car-parking on office site
- Home working and mobile phone allowance
- Hybrid working policy
 - The organisation operates a hybrid working model, requiring employees to work in the office for at least five days out of every ten.



Application Process

Please apply online [here](#). As part of your application, you'll be required to provide:

- Updated CV
- Supporting Statement that sets out:
 - a. Why you are interested in joining the Welsh Sports Association.
 - b. Based on the information in the candidate pack, why you believe you are a strong fit for this role.
 - c. What you would hope to achieve at the WSA over the next 5 years.

Key dates to note for availability:

Deadline: Monday 30th March 2026

Interview Dates: Tuesday 7th and Wednesday 8th April 2026

If you would like further information, please contact [Andrew Howard](#) or 07813 963410

