

Job Description:

Job Title	Professional Practice Lead (PPL)
Reports To	Head of Social Work Professional Practice
Responsible For	Other staff as required.
Directorate	Policy and Practice
Pay Grade	E £42,089 - £60,328
Full / Part Time	Full or Part Time
Hours Per Week	35 pro-rata
Core Benefits	BHSF platinum membership, pension scheme
Optional Benefits	

Job Description

Role Purpose

- To actively recruit and retain members by leading and supporting BASW's professional practice offer for our members with a focus on one or more specific areas of practice
- To develop and implement professional practice learning initiatives and assets including nation specific practice assets (eg best practice guides)
- To contribute to the development of strategic frameworks for professional practice which are generic and nation specific
- To contribute and develop career development frameworks and prequalifying validation frameworks for each nation
- To support the development and implementation BASWs UK wide and nation specific business plans.
- To support existing nation membership groups and networks.
- To contribute as a named link officer to a specific nation
- To lead with Director of Policy & Practice, Head of Policy & Practice with Nation NSCs and development of an annual delivery plan
- To lead on a specialist area of professional practice (e.g. adults, mental health, children) and to lead and represent BASW internally and externally in this practice area
- To engage and represent BASW to external stakeholders in liaison with the Head and Director of Professional Practice and Policy
- To maintain, develop and promote practice excellence in a defined nation leading on Nation specific responsibilities

Core Responsibilities:

Key functions:

- To develop and lead on the implementation of key professional practice learning activities and resources to promote the professional learning and development of our members.
- To promote innovation, excellence in professional practice and drive professional practice in defined Nations for our members
- To lead and organise and take part in member recruitment drives, with the support of the events team, including visits to universities and to statutory, voluntary, and independent agencies/employers.

- To make presentations, speak at and promote BASW services at conferences and events attended by social workers and students of social work. These may be in-person or on-line and will include regular evenings and occasional weekends.
- To lead on policy development as it relates to professional practice and to work with Policy & Public Affairs advisors on policy development
- To help formulate and be involved in the delivery of recruitment and retention initiatives with BASW membership and other teams across the Association.
- To develop and deliver practice related activity and be the designated Professional Practice Lead for membership groups & networks, practice specific workshops, national sub-groups, policy development, campaigns, and other initiatives.
- To initiate, contribute content and support the delivery of BASW events supported by the admin/events team.
- To create and deliver professional development initiatives in liaison with Head of Professional Practice.
- To provide information, guidance, support, and direction to an agreed National Committee (NSC), other BASW committees and sub committees, groups, and membership groups as and when required. In person attendance will be required for some meetings and events.
- To work with members, experts by experience and other stakeholders and partners to identify key professional issues in social work practice
- To keep up to date on social work issues, specific practice areas and developments and provide BASW members enquiries from the media with advice, information, and support, specifically in relation to a defined Nation.
- To facilitate member engagement, discussion, and policy development across BASW, underpinned by anti-racism, anti-discriminatory practice, and focussing on human rights and ethical practice.
- To work closely with policy and public affairs to ensure professional practice, policy and public affairs is linked and core member products reflect these three functions
- To work as part of the wider BASW staff team, attending in person meetings and events and be prepared to travel across the UK as and when required.
- To undertake additional duties as required by the Head of Social Work/Professional Practice and Chief Executive.

Representing BASW

To raise the profile of BASW, the unique identity of social work as a profession and social work policy and practice issues by: -

- Working with the Head of Professional Practice, NSCs and other Committees to develop effective lobbying, strategies, and work with opinion formers to influence policy and social work practice
- Direct contact with BASW members, staff, strategic groups, key stakeholders including the UK and national governments, partnership forums at a national, regional, and local level.
- Working with BASW's Events, Press, Marketing and Communications colleagues to contribute to bulletins, press releases, articles and editorials as required and to represent BASW on the BASW website, in PSW, traditional and social media.
- Promoting BASW by maintaining an active professional social media presence in consultation with the communications and media team.

- Establishing and sustaining supportive relationships with other organisations, associations, policy, and campaigning groups, including regulators.

Other

- To undertake other PPL duties as specified in the job description and co-ordinate BASW's activities across the UK if required.
- To undertake additional duties in support of the Chief Executive and Head of Social Work/Professional Practice as required.

Person Specification

Criteria	Essential	Desirable	How Identified
Qualifications / Education			
A recognised Social Work qualification	✓		Application
Registration as a Social Worker with a UK regulator	✓		Application
Further professional Social Work qualifications		✓	Application
Management or leadership qualification		✓	Application
Evidence of active engagement with personal professional development	✓		
Experience			
5+ years working a registered Social Worker in the UK	✓		Application
Practice experience in a range of social work settings		✓	Application
Active in a membership organisation		✓	Application
Working with members or other stakeholders	✓	☐	Interview
Experience of working with, and influencing, internal and external senior stakeholders at a national and /or regional level	✓	☐	Application
Leadership experience in a social work or similar organisation	✓		Application
Involvement in social work policy or practice forums		✓	Application
Social work related research or writing		✓	Application
Leading and facilitating groups or meetings	✓		Interview
Delivering development sessions or events to Social Workers	✓		Interview
Relevant experience of leading on consultation responses including quality performance analysis work	✓	☐	Application
Experience of managing/delivering projects	✓		Interview
Experience of workforce and professional development, actively promoting Equality, Diversity and Inclusion in the workplace including anti-racism, anti-discriminatory and ethical social work practice	✓		Interview
Experience of effectively and professionally representing and promoting an organisation	✓		Interview
Experience of representing an organisation on the media		✓	Interview
Skills / Knowledge / Abilities			
Expert level knowledge in one or more areas of Social Work practice	✓		Interview
Expert level knowledge in one or more areas of Social Work research or policy	✓	☐	Interview

Evidence of strong analytical skills, including the ability to analyse problems and identify creative, realistic solutions	✓		Application/ Interview
Ability to develop and deliver learning resources which are practice focused	□		
Excellent written and oral presentation skills including accurate preparation of reports and giving presentations	✓		Application
Excellent communicator with an ability to deal effectively with staff and partners at all levels	✓		Application
Excellent ICT skills - MS Teams, Outlook, Word, AI tools, and webinar platforms	✓		Application
Criteria	Essential	Desirable	How Identified
Personal Qualities			
Personal commitment to BASW Code of Ethics and highest standards of social work practice and integrity	✓		Interview
Able to demonstrate the use of tact and diplomacy in a politically sensitive environment	✓		Interview
Experience of working under pressure, managing competing priorities and meeting tight deadlines	✓		Application
Experience of working with, and influencing, internal and external senior stakeholders at a national and /or regional level	✓		Interview
Flexible approach to working hours, travel, and priorities	✓		Application
Ability to think strategically and creatively	✓		Application
Self-motivated: able to determine &organise own work schedule and to work under pressure to meet deadlines & targets and to have a solution focused approach to work activities	✓		Interview
Equal Opportunities			
Positive commitment to promoting Equal Opportunities	✓		Interview
Health and Safety			
Full commitment to promoting the highest standards of Health & Safety performance	✓		Interview