

Women Connect First - 7 Neville Street,
Riverside Cardiff CF11 6LP
Telephone: (029) 2034 3154
Website: www.womenconnectfirst.org.uk
Email: admin@womenconnectfirst.org.uk



APPLICATION PACK

ADVICE & ADVOCACY OFFICER

Thank you for your interest in working with **Women Connect First**.

The Job Application Pack, which includes the following documents:

- Organisation overview
- Job Description & Person Specification
- Application process

To apply for this role please complete the application form provided alongside this job pack Please note we are unable to accept CV's in lieu of an application form.

**The deadline for submitting your completed application is:
Thursday, 25th September 2025**

Please return your completed application form by email to:
alexandrea@womenconnectfirst.org.uk

Alternatively, you may post your application to our office address:
Women Connect First, 7 Neville Street, Riverside Cardiff CF11 6LP

Shortlisted candidates will be contacted shortly after the closing date.

We look forward to receiving your application and thank you again for your interest in joining our team.

Thank you
Women Connect First

ORGANISATION OVERVIEW

Women Connect First is a registered charity led by and for Black, Asian and minority ethnic women and girls from diverse communities.

History and Background

Women Connect First was established on 1 March 2001, St. David's Day, to empower Black, Asian and minority ethnic women in Cardiff and South East Wales by offering a range of services and training in order to improve their livelihoods and employability. The organisation has moved on since and has expanded its services.

Vision

The structural inequality that holds back Black, Asian and minority ethnic women in Wales is reversed, they and their families realise their full potential and make a positive and welcomed contribution to Welsh society.

Mission

To offer holistic services in a safe space that empower Black, Asian and minority ethnic women and their families, enhances their lives and ensure their voices are heard across Wales in order to improve policy and practice to respond to their needs

Aim

To maximise the participation of Black, Asian and minority women and their families, including those who are Refugee, or Asylum Seekers or from other disadvantaged backgrounds, in opportunities that bring together people from diverse backgrounds to learn together, support each other, shape and influence policy and services and promote greater understanding of and integration into Welsh life.

Our Services

For over two decades, we have worked to improve the lives of ethnically minoritised women and girls from our centre in Riverside, Cardiff — at the heart of the city's diverse communities. Our aim is to maximise the participation of minoritised women and their families in opportunities that bring people together to learn, support each other, influence services, and promote greater understanding and integration into Welsh life.

We provide a wide range of free, holistic services for disadvantaged ethnic minority women, young girls, and children. These include:

- Advice and advocacy
- Physical health and mental wellbeing programmes
- ESOL and ICT classes to promote digital inclusion
- A community café
- Services for older women
- Volunteering opportunities
- A crèche and after-school clubs

Our approach combines direct support with strategic policy engagement. Alongside our practical services, we empower women to influence change through research, consultation, and peer-led policy work on issues such as housing, the cost of living, in-work poverty, women's health and other issues affecting our communities.

Volunteers are at the heart of our work and play a vital role in strengthening the organisation and extending our reach into the community. Through their time, skills, and lived experience, they help us deliver services, build connections, and create a strong sense of solidarity and mutual support among the women and families we serve.

We are committed to amplifying the lived experiences of ethnically minoritised women to drive structural change. We are also actively engaged in climate action through our climate-focused initiatives and projects, ensuring that diverse voices are included in shaping a more sustainable future.

Our Commitment to Equality, Diversity, and Inclusion

Women Connect First is an equal opportunities employer and proudly embraces diversity within our workforce. We actively promote equality and inclusion, challenge discrimination, and work to create an environment where everyone is supported to thrive and reach their full potential.

Safeguarding Statement

Women Connect First is committed to the safeguarding and welfare of all individuals we work with—particularly vulnerable women, children, young people, and adults at risk.

All staff share a collective responsibility to ensure a safe, respectful, and inclusive environment for everyone.

JOB DESCRIPTION & PERSON SPECIFICATION

POSITION: Advice & Advocacy Officer

SALARY: £15,600 pro-rata salary (FTE £26,000)

CONTRACTED HOURS: 21 hours per week

LOCATION: Office based, Riverside Cardiff CF11 6LP

DURATION: Fixed-term (2 years)

REPORTS TO: Head of Advice & Advocacy

Notes:

- Other benefits include: Pension, holidays and employee assistance programme offered
- Successful candidate will have to produce evidence of their right to work in the UK.
- Successful candidates will need to undergo an enhanced DBS check.

Our Commitment to Equality, Diversity, and Inclusion:

Women Connect First is an equal opportunities employer and proudly embraces diversity within our workforce. We welcome applications from individuals of all backgrounds. We actively promote equality and inclusion, challenge discrimination, and work to create an environment where everyone is supported to thrive and reach their full potential.

Safeguarding Statement:

Women Connect First is committed to the safeguarding and welfare of all individuals we work with—particularly vulnerable women, children, young people, and adults at risk. All applicants must be willing to undergo appropriate safeguarding checks, including employment references and, where required, a Disclosure and Barring Service (DBS) check. All staff share a collective responsibility to ensure a safe, respectful, and inclusive environment for everyone.

PROJECT OVERVIEW:

The Advice & Advocacy Project supports older women and families from racially minoritised communities who are facing financial hardship and other challenges.

Through our advice service, we help individuals access the financial support they are entitled to and protect them from unfair costs or practices.

This project aims to expand our existing support services in response to growing demand, allowing us to broaden our reach, engage with new clients, and continue supporting our existing service users more effectively.

ABOUT THE ROLE:

We are seeking a passionate and dedicated Advice & Advocacy Officer to join our team and support older women and families from Black, Asian, and other Minority Ethnic communities in Wales. This role is focused on helping individuals achieve financial stability, improving their access to services, and enabling independent living within their communities. As an Advice & Advocacy Officer, you will play a vital role in empowering older women, ensuring they can live with dignity, respect, and autonomy.

Working hours: 21 hours per week (flexible, including evenings and weekends as needed). Currently, most hours are worked from the office, with hybrid working options available when necessary.

KEY RESPONSIBILITIES:

Advocacy and Support:

- Provide one-to-one advice and advocacy for older women and families from ethnic minority communities, ensuring their voices are heard regarding financial stability, housing, healthcare and social services.
- Support clients in accessing benefits, entitlements and community resources to enhance their quality of life and independence.
- Assist older women and families in navigating complex financial systems, including benefits claims (e.g., pension credits, housing benefits, and other entitlements).
- Provide information, advice, and advocacy to ensure that financial support is maximized and barriers to financial independence are reduced.
- Work with clients to identify and address challenges related to independent living, such as the need for mobility aids, home modifications or greater access to healthcare services.
- Advocate for the provision of suitable housing options and support to help clients maintain independence in their own homes.

Community Outreach & Engagement:

- Build strong relationships with local community organisations, social services and other stakeholders to ensure our beneficiaries have access to relevant services and opportunities.
- Organise and facilitate community events, workshops, and surgeries to reach grassroots.
- Build strong networks with other service providers for signposting and referral.

Cultural Competence & Sensitivity:

- Ensure all advice and advocacy work is culturally sensitive and tailored to the specific needs of older women and families from diverse ethnic minority backgrounds.
- Promote understanding and respect for cultural differences while addressing barriers to service access, such as language or cultural norms.

Monitoring & Reporting:

- Maintain accurate case records and prepare reports for internal and external stakeholders and funders as required.
- Monitor and evaluate the effectiveness of advice and advocacy services and suggest improvements based on feedback and outcomes.

General Duties:

- Attend events, outreach sessions, and meetings as required by the Line Manager to represent WCF and the Advice & Advocacy project.
- Adhere to organisational policies, guidelines, and procedures, including health & safety, safeguarding, data protection and equality & diversity.
- Represent Women Connect First in a knowledgeable and professional manner at all times.
- Maintain appropriate professional boundaries at all times.
- Participate in regular supervision, team meetings and other meetings as required.
- Identify own training and development needs and participate in training opportunities.
- Undertake any additional duties related to the role or as requested by the Line Manager.

PERSON SPECIFICATION:

Essential:

Experience

- Proven experience in advocacy, community work or social services, particularly with older people or marginalized groups, ideally within Black, Asian and Minority Ethnic communities.
- Experience in providing support related to financial stability and independent living for vulnerable groups.
- Knowledge and understanding of financial systems, benefits, and entitlements for older people, such as pension credits or housing benefits, and welfare support systems.
- Experience in case management, including maintaining accurate records and preparing reports.

Skills & Abilities

- Strong advocacy and negotiation skills, with the ability to represent and support individuals' needs effectively.
- Excellent communication skills, both verbal and written, including the ability to explain complex issues in a clear and accessible way.
- A high level of empathy and understanding of the challenges faced by older women and families from ethnic communities, including cultural sensitivities.
- Ability to build trust and rapport with individuals from diverse backgrounds.
- Ability to work independently, manage caseload, and prioritise tasks effectively.
- Strong organisational skills and attention to detail, with the ability to track progress and outcomes.

Desirable:

- Experience in the third sector or with community organisations focused on older people or ethnic minority communities.
- Fluency in a relevant community language (e.g., Arabic, Somali, Punjabi, or any other) is a plus.
- Knowledge of local services, charities and resources in Wales that support older people and ethnic minorities
- Familiarity with relevant social care and healthcare systems within Wales and the UK.

- Awareness of local and national policy issues affecting older people, particularly those from Black, Asian and other Minority Ethnic communities, including healthcare, housing, social care, and financial stability.

Personal Attributes:

- Compassionate and empathetic, with a non-judgmental attitude towards vulnerable individuals.
- A proactive, solution-oriented approach to overcoming challenges and barriers faced by clients.
- Commitment to equality, diversity, and inclusion, with a focus on empowering marginalised groups from diverse communities.
- Ability to work under pressure, manage competing demands, and meet deadlines in a busy environment.
- Self-motivated and able to work both independently and as part of a team.

APPLICATION PROCESS

If you are passionate about improving the lives of women from diverse communities in Wales and meet the above criteria, we would love to hear from you.

To apply for this role please complete the application form provided alongside this job pack Please note we are unable to accept CV's in lieu of an application form.

**The deadline for submitting your completed application is:
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Application Forms:

Application forms can be found on our website at <https://womenconnectfirst.org.uk/job-offer/> or you can request a copy by emailing alexandrea@womenconnectfirst.org.uk

Please return your completed application form by email to:
alexandrea@womenconnectfirst.org.uk

Alternatively, you may post your application to our office address:
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For further details or any enquiries related to the job role, please contact our office at **02920 343154** between Monday – Friday 9.00am-4.00pm or visit our website at www.womenconnectfirst.org.uk.

GDPR Privacy Notice

In line with the UK General Data Protection Regulation (UK GDPR), Women Connect First is committed to protecting your personal data.

The information you provide during the recruitment process will be used solely for the purpose of assessing your suitability for the role, processing your application, and contacting you about the recruitment process.

By submitting your application, you consent to this use of your data. If you are successful, your data will become part of your employment record.

For any queries or to request the removal of your data, please contact:
admin@womenconnectfirst.org.uk