

Communications and Events Officer

Key Information

Reporting To	Communications Manager
Contract	Full time, permanent
Salary	£31,486 to £35,199
Location	A combination of working in the office (Cardiff) and working at home with at least two days a week spent in the office or in events/meetings as the role requires.
Closing Date	31 January 2026

Job Purpose

- Take responsibility for the development and delivery of effective bilingual communications initiatives to inform internal and external stakeholders.
- Produce and maintain bilingual Colegau Cymru internal and external communications, including websites, social media, marketing materials, publications, invitations, advertisements, and reports.
- Coordinate and deliver a range of Colegau Cymru events, working with the team, including the Colegau Cymru Annual Conference, sporting fixtures, and online webinars etc, including provide on the day operational support and events oversight.

Overview of Role

We are looking for an enthusiastic individual to take on an exciting and challenging communications and events role in the further education and work-based learning sector.

Working closely with colleagues across the organisation and reporting to the Communications Manager, the successful candidate will lead supporting the organisations' key events, and maintaining and developing the organisation's digital marketing platforms to promote the benefits of post compulsory education and training. They will be responsible for delivering a range of in person and online events, and clearly communicating the organisation's key messages to both internal and external stakeholders. The successful candidate will support Colegau Cymru colleagues to advance our brand identity and broaden awareness of the Colegau Cymru purpose, activities, and priorities.

This role requires 'on site' working (for example, at college campuses, sports locations, the Senedd, event venues etc) and as well as working regularly from the Colegau Cymru offices in Cardiff. The ability to commute is essential. Willingness to travel across Wales, within the UK and occasionally internationally, and work outside of normal working hours may also be required.

Main Duties

Communications

- Take responsibility for the development and delivery of effective bilingual communications initiatives across mainly online platforms (including website, social media, email) to inform internal and external stakeholders.
- Work with ColegauCymru colleagues across the organisation, as well as external partners, to create and facilitate effective communications and monitor success accordingly.
- Lead on ensuring that all ColegauCymru digital platforms are regularly updated, maintained and developed, continually reviewing and improving user engagement.
- Champion the use of the organisation's branding and house style and lead on its implementation, including supporting colleagues to make effective use of the ColegauCymru brand and associated guidelines by producing high quality digital materials and providing guidance across the organisation, including managing a library of reusable content.
- Using evaluation tools, produce regular reports on performance of various ColegauCymru platforms to inform reporting, for example, to the Principals' Forum and Board of Trustees.
- Source content, draft engaging copy, tailor to different audiences, place stories, use initiative to stimulate interest and create new media opportunities. Ensure that messages are clear, compelling, and accessible to diverse audiences.
- Representation – represent ColegauCymru at key stakeholder groups and events.

Events

- Coordination and delivery of a range of ColegauCymru events, including the ColegauCymru Annual Conference, active wellbeing events, sports tournaments and fixtures, thematic conferences, online webinars, dissemination events.
- Support the administration and logistics linked to CollegesWales Sport.
- Provide on the day operational events support and events oversight
- Provide administrative support for events as required – ahead of time, on the day, and afterwards.
- Work within relevant budgets, maintaining clear records, in line with the organisation's policies and charitable aims.
- Suggest and test innovative approaches to digital communications and events that challenge traditional practices and ways of doing things.
- Effectively monitor the success of events, and respond according to enhance the impact of the ColegauCymru events programme.
- In the absence of the Communications Manager, to take on additional duties, for example, liaising with the Director of Policy and Public Affairs on media enquiries.

Welsh Language Requirements

ColegauCymru is a proudly bilingual organisation and Welsh language skills are considered an asset to the organisation. We acknowledge the importance of developing and growing a bilingual workforce and encourage and support staff to learn, develop and use their Welsh language skills in the workplace.

The ability to work through the medium of Welsh would be an advantage and a good skill to have for the role but it is not essential. Whatever the level of Welsh language proficiency support will also be given to develop your language skills and to become more confident in using Welsh in the workplace.

Applicants are welcome to contact ColegauCymru to discuss this requirement. We welcome applications in Welsh or in English.

Person Specification

Essential Criteria
Qualification in relevant subject area and / or relevant professional experience.
An understanding of integrated digital communications campaigns.
Demonstrable experience in planning and delivering impactful events, for a range of audiences and purposes.
Excellent writing and editing skills with an emphasis on developing accessible copy, ideally for digital channels, as well as attention to detail and proofreading content.
An understanding and passion for developing creative digital communications and social media activity, and for editing websites.
Ability to work collaboratively as part of a team and to support colleagues with their work.
A proactive approach to planning and ability to demonstrate initiative when working with a wide range of stakeholders.
Strong organisational skills, with the ability to work under pressure, to tight deadlines and prioritise own workload. This must include the ability to complete tasks within agreed budgets, and within timeframes and standards set.
Ability to demonstrate a sound understanding of technology relevant to the work, and identify and select the most appropriate technology for assigned tasks. These include the full Microsoft 365 suite (e.g. Teams, Outlook, Word, Excel, PowerPoint, SharePoint), content management systems (CMS), social media platforms and management tools, Google Analytics, Eventbrite and other relevant digital platforms and software.
Capable of building internal and external relationships at all levels.
A positive and practical approach to problem solving.
A commitment to the purpose and values of the FE sector.
Desirable Criteria

Ability to work through the medium of Welsh.
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Application Process

Please send a CV and covering letter which demonstrates how you meet each aspect of the Person Specification. In addition, in order to consider your application, **please answer the four questions below** (200 words max per question).

1. What skills do you think a Communications and Events Officer needs to be successful?
2. Provide an example of how you would measure the success of a digital marketing campaign.
3. Outline what KPIs would you use in website and social media reporting.
4. Outline what digital communications improvements you would recommend to ColegauCymru.

DBS Disclosure Check

Please note that the successful candidate may be subject to a DBS check.

Closing Date

Applications should be submitted by email to HR@colegaucymru.ac.uk no later than **5.00pm** on **31 January 2026**.

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

Interviews

Interviews will be held **Thursday 5 February 2026**, in person at the ColegauCymru office. If you have any queries, please email HR@colegaucymru.ac.uk