

## Communications and Marketing Assistant (Welsh Speaking)

### Key Information

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<b>Reporting To:</b>	Communications Manager
<b>Contract Type:</b>	Full time, permanent (Job-share considered)
<b>Salary:</b>	£21,997 - £24,379, pay award pending, pro rata
<b>Location:</b>	A combination of office (Cardiff) and home-based working
<b>Closing Date:</b>	Monday 11 October 2021

### Overview of Role

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

Working closely with Policy and Public Affairs colleagues and reporting to the Communications Manager, the successful candidate will be responsible for maintaining and developing largely digital marketing platforms to promote the benefits of post compulsory education and training, and to clearly communicate the organisation's key messages to both our internal and external stakeholders.

The successful candidate will support ColegauCymru colleagues to advance our brand identity and broaden awareness of the ColegauCymru purpose, activities, and priorities.

This is currently a predominantly work-from-home opportunity but will require the successful candidate to work regularly from the ColegauCymru offices in Cardiff, so the ability to commute here is essential for the future. Willingness to travel across Wales, within the UK and occasionally internationally, and work outside of normal working hours may also be required.

### Main Duties

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- Assist in 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 and external partners to create and facilitate effective communications, and to monitor success accordingly.

- Ensure that all ColegauCymru digital platforms are regularly updated, maintained and developed, continually reviewing and improving user experience.
- Support colleagues to make effective use of the ColegauCymru brand and associated guidelines by producing high quality digital materials.
- Maintain and build the ColegauCymru digital presence and reputation, including managing a library of reusable content.
- Using evaluation tools, report on performance and engagement of various ColegauCymru digital platforms.
- Produce and maintain bilingual ColegauCymru internal and external communications, including websites, social media, marketing materials, publications, newsletters, invitations, advertisements, and annual reports.
- Draft engaging copy, tailored to different audiences and across multiple channels, including writing blogs, press releases, and responding to media enquiries.
- Source content, place stories, use initiative to stimulate interest and create new media opportunities.
- Monitor online and traditional media coverage.
- Assist with the production and marketing of ColegauCymru events, webinars, podcasts and other initiatives as required.
- Suggest innovative approaches to communications and events that challenge traditional practices and ways of doing things.
- Any other related tasks as directed by the Communications Manager.

## Welsh Language Requirements

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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.

Welsh language skills are essential to this role. This includes:

- **Reading:** A full understanding of work-related material
- **Speaking:** Fluency
- **Understanding:** An understanding of all work-related conversations
- **Writing:** The ability to prepare written material for all work-related matters

Applicants are welcome to contact ColegauCymru to discuss this requirement.

## Person Specification

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Essential Criteria
Qualification in relevant subject area and/or relevant professional experience.
GCSE first language Welsh Grade C or above and/or A level second language Welsh or equivalent work experience.
GCSE English and Maths Grade C or above.
An understanding of integrated digital communication campaigns.
Excellent writing and editing skills with an emphasis on developing accessible copy, ideally for digital channels.
Experience in developing and delivering creative digital communications and social media activity.
Experience of editing a website.
Ability to work under pressure, to tight deadlines and prioritise own workload.
Ability to complete tasks to agreed budgets, within timeframes and standards set.
Demonstrate a sound understanding of technology relevant to the work and identify and select the most appropriate technology for assigned tasks.
Ability to deal with internal and external stakeholders.
A positive and practical approach to problem solving.
Desirable Criteria
Knowledge of Google Analytics and/or other tools to monitor website and social media traffic, produce reports and improve online performance.

## Application Process

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Please send a CV which demonstrates how you meet the Person Specification, along with a short covering letter that addresses the questions below. The answer to each question must not exceed 200 words.

1. What skills do you think a digital marketing assistant needs to be successful?
2. What techniques do you use to gather marketing information from digital media?

3. What marketing or communications project are you most proud of and why?
4. From what you've been able to find, what digital communications improvements would you recommend to ColegauCymru?

### **Equality and Diversity**

We ask that you complete our Equality and Diversity Form when you apply. This is voluntary, and anonymous, but helps us to ensure that we are being inclusive in our recruitment.

### **Closing Date**

Applications should be submitted by email to [HR@colegaucymru.ac.uk](mailto:HR@colegaucymru.ac.uk) no later than **12.00pm on Monday 11 October 2021**.

### **Interviews**

Interviews will be held w/c 18 October 2021, in person if possible but otherwise via MS Teams. If you have any queries, please email [HR@coleguacymru.ac.uk](mailto:HR@coleguacymru.ac.uk)

### **DBS Disclosure Check**

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