

Communications and Marketing Officer

Key Information

Reporting To	Communications Manager
Contract	Full time, permanent (Job-share considered)
Salary	£25,612 - £28,756, pay award pending, pro rata
Location	A combination of office (Cardiff) and home-based working
Closing Date	Monday 10 October 2022

Overview of Role

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 lead on maintaining and developing the organisation's digital marketing platforms to promote the benefits of post compulsory education and training. They will be responsible for clearly communicating 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

- 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 and 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 journey/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.

- Maintain and build the ColegauCymru digital presence and reputation, including managing a library of reusable content.
- Produce and maintain bilingual ColegauCymru internal and external communications, including websites, social media, marketing materials, publications, newsletters, invitations, advertisements, and annual reports.
- Using evaluation tools, produce regular reports on performance and engagement of various ColegauCymru digital platforms to form part of papers for the Principals' Forum and Board of Trustees.
- 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.
- Record and report on online and traditional media coverage.
- Lead on aspects of the production and marketing of ColegauCymru events, webinars, podcasts and other initiatives as required.
- Support Development Team colleagues to plan, execute and evaluate communications and marketing campaigns.
- Suggest and test innovative approaches to digital communications and events that challenge traditional practices and ways of doing things.
- Monitor and analyse developments in the evolving sphere of communications, seeking opportunities for ColegauCymru to benefit from improvements.
- Any other tasks as directed by the Communications Manager.

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.

Welsh language skills are desirable but not essential for this role. Applicants who do not possess Welsh Language skills or whose skills do not currently meet the desired level but who are able to demonstrate a commitment to acquiring or improving their level of competency are encouraged to apply. Applicants are welcome to contact ColegauCymru to discuss this requirement.

Person Specification

Essential Criteria
Qualified to degree level and/or relevant professional experience.
GCSE English and Maths Grade C or above.
Experience of delivering integrated digital communication campaigns and evaluating their success.
Experience of monitoring and evaluating a range of digital platforms and recommending improvements to increase engagement.
Knowledge of Google Analytics and other tools to monitor website and social media traffic, produce reports and improve online performance.
Excellent writing and editing skills with an emphasis on developing accessible copy, ideally for digital channels.
Experience of leading on the development and delivery of creative digital communications and social media activity.
Experience of editing a website.
Ability to work under pressure, to tight deadlines and prioritise own workload.
Experience of completing tasks to agreed budgets, within timeframes and standards set.
Experience of using technology relevant to the work and ability to identify and select the most appropriate technology for assigned tasks.
Excellent interpersonal skills and experience of communicating effectively with a wide range of external stakeholders, members and staff.
A positive and practical approach to problem solving.
Desirable Criteria
Knowledge and understanding of the post 16 education sector within Wales.
Welsh language skills.

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 Marketing Officer needs to be successful?
2. Provide an example of how you would measure 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.

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.

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 **12.00pm on Monday 10 October 2022**.

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 **w/c 17 October 2022**, in person. If you have any queries, please email HR@colegaucymru.ac.uk