

Communication Officer

JOB DESCRIPTION

Employed by:	Welsh Centre for International Affairs (WCIA)
Responsible to:	Gill Peace, Fundraiser
Salary and pension:	£21,589-26,317 pro rata (Points 22-28 on the NJC Scale). Employees normally start on the first point of the pay band. You will be enrolled automatically into our pension scheme and the WCIA will match your contribution up to a maximum of 5% of your gross salary (minimum 1%)
Employment terms:	Initial 1-year contract with aim to make permanent dependent on funding
Base:	Offices of the WCIA, Temple of Peace, Cardiff with options for home and remote working part of the time.
Hours:	3 days per week. Occasional evening work may be required. We're open to exploring flexible working options
Leave allowance:	36 days including bank holidays pro rata
Travel:	This role may require some travel throughout Wales, including overnight stays. Expenses will be paid.

About the WCIA

The Welsh Centre inspires people to learn about and act on global issues so everyone in Wales can contribute to creating a fairer and more peaceful world. We:

- Deliver global learning that prepares Wales for our shared future
- Inspire global action in communities and organisations across Wales
- Build global partnerships that connect Wales and the world

Summary of Role

We're looking for a **committed** and **organised** individual to deliver day-to-day **bilingual communications** for the WCIA across our projects and programmes, through multiple media including social media, website, e-news, marketing material, phone calls, press releases and emails. The post holder will ultimately **increase the reach** of the organisation. This will involve working closely with team members to get messages about their activities, events and projects to the right audiences.

At the WCIA, **volunteers** are a key part of our work, and volunteers play a role in much of our day-to-day communications – researching and posting on social media, compiling the e-news and promoting events. The individual in this role will be a point of contact for volunteers, delivering inductions, training, support and exit interviews to **communications and events volunteers**.

Specific responsibilities for this role include:

- 1. Coordinate and produce bilingual communications for the WCIA including:**
 - Ensuring the website is up-to-date, dynamic and interesting for our various audiences, with due regard to accessibility and search engine optimisation
 - Compiling monthly e-newsletters and growing the e-news list
 - Creating daily social media that interests and grows our audiences
 - Sharing the stories of our activities and events in multiple formats (video, sound, writing)
 - Working with team members to market their specific projects, events and activities via all communication channels (e.g.) social media, phone, advertising, PR)
 - Creating and sharing with media contacts press releases to promote the WCIA's work
 - Ensuring alignment between our communication channels so messages are consistent and up-to-date

- 2. Support volunteers to play a role in WCIA communications including:**
 - Identifying suitable communications tasks for volunteers
 - Updating induction materials to be suitable for the tasks being allocated
 - Recruiting, inducting, supporting and training communications volunteers as needed
 - Ensuring volunteers follow communications and branding guidelines

- 3. Contribute to the communication approach across the WCIA including:**
 - Updating the branding and communication guidelines
 - Monitoring and recording communications performance
 - Managing mailing lists and communications in line with Data Protection regulations
 - Contributing to broader WCIA strategy
 - Supporting members of the team to develop their communication skills, for example, in following social media guidelines

- 4. To undertake other relevant duties as delegated by your line manager.**

Person Specification

Applicants must demonstrate the following attributes by linking them with their skills and experiences in the job application statement. Experiences and skills can be from paid or voluntary experience.

Essential requirements

- Fluency in written and spoken Welsh and English is essential for this role
- Experience in creating high quality communications content in a range of media

- Can communicate clearly and concisely in written and spoken media, adapting communication style to a wide range of audiences
- Ensures accuracy in communications in terms of grammar, spelling, punctuation and branding
- Strong ICT skills, particularly requiring confidence in the use of digital tools including social media, web platforms, emailing platforms
- Has a positive approach to volunteering and able to manage volunteers in a way that is supportive and offers development opportunities
- Able to delegate work in a supportive manner
- Highly organised, able to plan, prioritise and organise work activities to meet tight deadlines
- Can handle and analyse information – processing information on varied activities and events to successfully communicate about them to specific audiences
- Can follow policies and procedures with a good awareness of the implications of Data Protection and GDPR in managing communications
- An excellent team player, able to build relationships and support others in the team as well as gather information from team members with confidence
- Creative and critical thinker – able to take make independent decisions based on information available and suggest imaginative ideas and solutions
- Demonstrates an understanding of and a commitment to the WCIA mission, vision and values
- Takes a learning approach and aware of own strengths and weaknesses
- Treats people fairly and with dignity and respect, which is reflected in communication style

Desirable attributes

- Experience managing or coordinating volunteers
- A strong eye for design with desktop publishing experience
- Web editing experience
- Public relations experience, including relationships with media

Application Process

- All applicants must complete the official WCIA Application for Employment form, available at www.wcia.org.uk/vacancies. **Please provide all relevant information on the application form as we will not consider CVs or cover letters as part of the application.**
- All applicants should complete the Equal Opportunities form. Please note, these are separated from your application form upon receipt and not shared with the shortlisting or interview panel.

- Please submit your application by email to centre@wcia.org.uk. Please get in touch if you have access requirements in order to submit an application.
- The deadline for receipt of applications is 10 am Tuesday 7th May 2019. We will send an email acknowledgement to all applicants. If you do not receive an acknowledgement before the deadline please contact us. We cannot be held responsible for applications that do not reach us, or that arrive after the deadline.
- If you are shortlisted for an interview, we will contact you directly. Interviews will take place on Thursday 16th May 2019 in the at the Temple of Peace, Cardiff.
- No references will be taken up until a provisional offer of employment has been made.
- Unsuccessful applicants will be informed by email.