

# ROLE DESCRIPTION

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| Post: | Communications Officer |
| Post No: |  |
| Location: | Cardiff or St Asaph |
| Pay Band: | A3 £28,094 - £31,562 |
| Reports To: | Senior Communication Officer |

**Job purpose:**

* Write, edit and proof-read news items for the website, news releases, e-bulletins, publications and other content, making sure they are all in-line with our tone of voice.
* Lead on the organisation of the annual Accolades awards, including the launch, marketing, entry and judging processes, and the awards ceremony and post-event evaluation.
* Support all our main corporate events, including conferences and launches, and co-ordinate our presence at relevant events staged by other organisations.
* Provide advice, briefing and input for the communication elements of projects initiated in other parts of the organisation, as well as monitoring and analysing their effectiveness.
* It is essential that the post-holder can carry out all tasks and responsibilities with equal competence in Welsh and English.

Main duties:

Write, edit and proof-read news items for the website, news releases (including fitness to practise hearing outcomes), e-bulletins, publications and other content making sure they are all in-line with our tone of voice.

Build strong relationships with key media contacts and deal with media enquiries, particularly those related to our fitness to practise hearings.

Advise on the appropriate use of different communications channels for stand-alone projects initiated in other parts of the organisation.

Work with colleagues from across the organisation to devise and implement plans to make sure the resources and other materials we develop reach their intended audiences.

Monitor and implement our tone of voice policy by supporting the Senior Communications Officer in making sure all our content is written in plain Welsh and English, and in our house style.

Lead on organising the annual Accolades awards, including the launch, marketing, entry and judging processes, and the awards ceremony and post-event evaluation.

Manage the transition of the Accolades entry and judging processes from paper-based to online.

Support the Communications and Public Affairs Manager in securing sponsors for the Accolades awards.

Support all aspects of our corporate events to support major developments or launches, including liaising with partners, developing materials and managing the events pages on our website and intranet.

Assist with organising the National Social Care Conference and organise our presence at major events organised by others, such as the National Eisteddfod and Royal Welsh Show, making sure good practice principles are always applied, to deliver the best-possible outcomes.

Manage the evaluation of our communication projects, including stand-alone initiatives, the Accolades and our main corporate events, and make recommendations for the future.

Co-ordinate the evaluation of our involvement in events organised by others.

Manage the design, procurement and production of promotional materials for projects, including leaflets, posters, roller banners, merchandise and seasonal items such as Christmas cards.

Plan, implement and evaluate social media activity for stand-alone projects, the Accolades, events and launches, and manage the Accolades social media pages.

Assist with putting our Welsh language policy into practice by carrying out occasional translation work to support prompt communication.

Assist in providing effective, efficient and economic resource management through budgeting and monitoring, and raising requisitions and orders for the team’s expenditure.

Support the wider communication team’s activities in social media, media relations, publications, website and internal communications, as and when required.

The role will involve some travel and occasional overnight stays to support our events across Wales.

**2. General**

Maintain confidentiality when dealing with sensitive, personal or confidential information.

Promote the effective integration of our values, anti-discriminatory practice, equal opportunities and the Welsh Language Scheme in all aspects of our work, and place people who use care and support at the heart of our work.

Respond proactively to colleagues, take part in team working, work to corporate policies and procedures, and contribute to the running of Social Care Wales.

Promote good working relationships with partners and customers in Wales and the rest of the UK.

Undertake relevant training and, where required, assist with the training of others.

Carry out other duties that may reasonably be requested that are appropriate for the post level.

**PERSON SPECIFICATION**

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| Post: | Communications Officer |

We expect all our staff embrace and demonstrate behaviour that is in-line with our organisational values.

**Respect Everyone**

Seeing people as Individuals and treating everyone with dignity and respect

**Professional Approach**

Acting responsibly and appropriately, holding each other to account.

**Always Learning**

Improving ourselves and supporting others to be the best we can be.

**Involve People**

Encourage and enable everyone to work together

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|  | Essential | Desirable |
| Qualifications | Evidence of continuous professional development. | Degree or post-graduate qualification in journalism, media, communications or events, or similar |
| Knowledge | Knowledge of how to write excellent content for different channels of communication.  Knowledge of media outlets in Wales and how best to work with them for positive outcomes.  Knowledge of best practice approaches to organising events.  Excellent knowledge of English and Welsh, including grammar  Working knowledge of social media platforms, particularly Twitter and Facebook. | Working knowledge of project-based email platforms, photo-editing software, Adobe InDesign, Adobe Acrobat, and Microsoft Sharepoint. |
| Experience | A proven track record of working in the communications field.  Experience of producing e-bulletins, news releases and other written communication material.  Experience of working effectively with internal and external partners.  Experience of organising events. | Experience in the public sector.  Experience of sub-editing and proof-reading materials and turning complicated text into plain English or Welsh. |
| Skills and attributes | Excellent oral and written communication skills in English and Welsh.  Excellent organiser, who is methodical, with a keen eye for detail and accuracy.  Ability to grasp the needs of colleagues and propose practical solutions.  Ability to work on own initiative, work well under pressure and manage multiple projects at the same time, each with a different timeline.  Confidence, to present and explain ideas to colleagues, including senior management.  Professional approach to time, costs and deadlines.  IT literate and numerate, and familiar with Microsoft Office progams such as Word, Excel and PowerPoint. | Full driving licence. |

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**Confidential**

**Application form**

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| Post applied for: |  |

For HR use only:

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| Candidate Reference Number |  |

**Application form Confidential**

This form will need to be photocopied, please type or write clearly in black ink – Please do not remove any of the perforated pages.

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| **Personal details** | | |
| Last name - Mr/Mrs/Ms/Miss | | |
| First Names(s) | | |
| Home Address | | |
| **Telephone No.** | Daytime: | Home: |
|  | Mobile: | e-mail: |

**References**

Please give details of two previous employers to whom we may apply for a reference. One of these must be your present or most recent employer - if applicable.

**References for all shortlisted candidates will be taken up prior to the interview.**

**If you do not want us to contact your referees at this stage please tick the box:**

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| --- | --- |
| 1. Name: | 2. Name: |
| Job Title: | Job Title |
| Capacity: | Capacity: |
| Address: | Address: |
| Postcode: | Postcode: |
| Telephone: | Telephone: |
| e-mail: | e-mail: |

**Relationships**

Have you any friends or relatives employed by the Social Care Wales? If so, please provide name(s) and relationships with those named:

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**Legal status to work in the UK**

Do you have the legal right to work in the UK? Yes/No

If ‘YES’ but there are conditions attached, for example start or finish dates, please give details:

If ‘NO’ what type of permit do you require?:

**Availability**

Are there any dates during the next two months when you cannot attend for interview?

**Education/qualifications**

Please give name and type of establishment, beginning with Secondary School and list qualifications gained.

| **Establishment** | **Qualifications** |
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**Membership of professional bodies and professional qualifications**

Please give details of your membership of professional bodies and the level of qualification attained.

| **Date** | **Professional Organisation** | **Level of membership attained** |
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**Additional training**

Please detail any further or specialist training undertaken or continuing professional development.

**Employment**

If you are a school/college leaver include details of holiday jobs.

**Present or last employer**

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| Name, address and nature of business: |
| Position held and responsibilities: |
| Dates (Month and Year) From: To: |
| Salary (now or on leaving): |
| Notice Period: |
| Reason for leaving: |

**Previous employers**

Starting with the most recent. Add more rows if necessary.

| **Name and nature of business** | **Position held and responsibilities** | **Duration - months and years** |
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**Person Specification**

Please explain how you meet the following criteria by providing examples from previous experience.

This section alone is used for shortlisting and the boxes will expand as you write in them.

Only this section is seen by the shortlisting panel, your personal details, education and previous employment are removed for shortlisting purposes.

**Essential**

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| Knowledge of how to write excellent content for different channels of communication. |
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| Knowledge of media outlets in Wales and how best to work with them for positive outcomes. |
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| Knowledge of best practice approaches to organising events. |
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| Working knowledge of social media platforms, particularly Twitter and Facebook. |
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| Ability to work on own initiative, work well under pressure and manage multiple projects at the same time, each with a different timeline. |
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| Experience of working effectively with internal and external partners. |
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| Excellent oral and written communication skills in English and Welsh. |
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**How did you hear about this position?**

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**Please tick this box if you would like to receive any elements of the interview process in Welsh**

**Declaration**

I confirm that the details of this application and the evidence of competency provided in support of it, are to the best of my knowledge true and accurate; and I consent to Social Care Wales processing, by means of a computer database or otherwise, any information I have provided for the purposes of employment with Social Care Wales.

Signature**:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please return your completed application form to [HRTeam@socialcare.wales](mailto:HRTeam@socialcare.wales)