Support Staff Job Description

Job family:	**Communications**
Pay band:	**Band 2**
Salary range: **(pro-rata)**	**£33,233 - £42,727** All new staff are expected to enter on the scale minimum of the appropriate pay band. Individual staff will, subject to satisfactory performance, move up the incremental scale one point at a time on the anniversary of their commencement of employment until they reach the scale maximum for their band.

Job title:	**Communications Officer**
Reference:	**MBS-210-26**
Office of:	**Paul Rock MS**
Working hours:	**22.2 hours per week** There may be a requirement for the role holder to work outside of the normal working hours.
Appointment type:	**Permanent** As a Member of the Senedd, I hold office as an elected representative; when I cease to be a Member of the Senedd, this position will be made redundant.
Location:	**Cardiff Bay, my constituency (Caerdydd Ffynnon Taf)** There may be a requirement for the role holder to travel for work occasionally.

Additional information:
I am an equal opportunities employer and welcome applications from all suitable persons including people from the following protected characteristics (race, sex, disability, religion/belief, sexual orientation, gender identity, marriage / civil partnership, pregnancy / maternity or age).
Please note that appointment will be subject to references and a security check.

About the role

Communications
Jobs in this family support the dissemination of information to internal and external audiences in line with the regulatory frameworks under which Members operate. Activities will be undertaken at a level appropriate to the grade. Jobs in this family are responsible for creative processes, public relations, media releases, communications and media production, printed and electronic publications, website content design/management, and social media. The Communications function also includes the support, coordination, production, and management of written, visual, and digital communications. These roles may also include managing and coordinating consultation and engagement events in accordance with the frameworks governing Member activity. **The key characteristics are:** • Generating ideas, researching, creating, writing and delivering a variety of communications materials. • Creating, supporting and managing campaigns for internal and external stakeholders. • Providing technical advice and direction for Members and other staff in relation to the choice and use of various communication media. • Proactive and reactive communication strategies. • Developing and implementing projects with various agencies, including public, private and voluntary sectors. • Building and maintaining relationships with stakeholders.
Purpose of the job
A **Band 2 Communications Officer** working for a Member of the Senedd will undertake research, press and media related work as required, ensuring key messages are disseminated to recipients through the most appropriate medium.

Person specification

Skills and behaviours

- Be proficient with the normal tools and equipment for the job, for example, standard software packages and have experience of using online media in a work context.
- Well-developed oral and written communication skills.
- Understanding of, and commitment to, combating discrimination and promoting the equality of opportunities and the Nolan Principles of Public Life
- Expected to plan and manage their own workload within the constraints of established practices and procedures.
- Ability to deliver work at pace and prioritise urgent issues in a dynamic and busy working environment.
- Ability to work collaboratively as part of a small team.

Knowledge and experience

- Experience of working effectively with elected Members within a parliamentary political environment (MS, MP, MSP or equivalent),
- Understanding of the work of the Senedd and of a Member of the Senedd.
- A good understanding of the legal and regulatory frameworks within which Members and Groups operate. This includes both Senedd frameworks (standards of conduct, expenditure etc) as well as broader and general frameworks (legal duties). Able to provide informed advice to Members and colleagues on these matters.
- Has experience of the Welsh media landscape and uses this expertise to develop innovative, proactive media strategies. Experience of advising on media actions at a senior level and a personal track record of delivering impactful ongoing campaigns.
- Able to influence the media agenda through proactive forward planning and develops strategies to protect and improve reputation. Knowledge and understanding of media handling techniques including designing a communications plan is a key requirement.
- Knowledge of law and good practice related to data protection and information security.
- Experience and practical understanding of law and good practice regarding health, safety and wellbeing, including risk assessments, control measures, and knowing when to seek competent advice.

Desirable criteria

- An understanding of current affairs and issues of relevance to Wales and the local area, an interest in the Welsh political system.
- Sympathetic to the aims and values of the Members' Party.

Qualifications

- The ability to demonstrate knowledge or experience of a range of work procedures based on relevant work experience and/or vocational qualification e.g. NVQ level 3 or 4 or equivalent in a relevant subject.
- Demonstrable numeracy and literacy skills e.g. English / Welsh and Maths GCSE (or equivalent) at Grade C or above or suitable alternative experience.

Language skills

- Desirable / non-essential: Courtesy Welsh – the ability to pronounce Welsh names, answer the telephone, greet people or make introductions bilingually; to understand familiar, every day Welsh expressions; to understand short texts where people are giving basic information.
- Desirable / non-essential: An appetite to further develop Welsh Language skills.

Main duties

Communications and media relations

- Act as the primary media contact, engaging with journalists and broadcasters.
- Write press releases and media briefings.
- Manage media appearances and interview prep, including drafting key messages.
- Monitor the political media landscape, and advise the member, and implement further actions where agreed.

Digital and social media management

- Manage the tone and content for social media communications.
- Create high-quality multimedia content (graphics, videos, infographics).
- Monitor analytics and engagement data to refine content strategy.

Public engagement and stakeholder management

- Manage relationships with key stakeholders.
- Manage the production of newsletters, blogs, and website content.
- Help caseworkers to organise and promote public meetings, events, and constituency visits.
- Advise the Member on public messaging and community engagement opportunities.
- Ensure consistency in messaging across all platforms.

Oversight

- Oversee the compliance of all communication materials with Senedd rules.

Workplace obligations

Data protection / information security:

- Support and advise the Member to comply with their obligations related to data protection and information security in accordance with relevant legislation and codes of practice.

Health, safety and wellbeing:

- Support and advise the Member to comply with their obligations related to health, safety and wellbeing in accordance with relevant legislation and codes of practice.

Safeguarding:

• Support and advise the Member to comply with their obligations related to safeguarding of children and vulnerable adults in accordance with relevant legislation and codes of practice.
Other
• Operate within the legal and regulatory frameworks within which Members and Groups operate, including Senedd frameworks (standards of conduct, expenditure etc) and broader and general frameworks (legal duties). • Perform other duties as required to support the Member that are commensurate with this band.