

Job & Person Specification

Job Title:	Social Media Manager
Reference:	MBS-033-24
Member of the Senedd:	Welsh Conservative Group
Pay Band:	1
Salary Range: (pro rata)	£30,520 - £42,811 <i>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.</i>
Working Hours:	37 hours per week
Appointment Type:	Temporary, with an option to be made permanent
Location:	Tŷ Hywel, Welsh Parliament, Cardiff
Purpose of Job	
Working as part of the communications team to promote the Leader and Members of the Welsh Conservative Group in the Welsh Parliament on social media, as well as offering practical advice to individual Members on how to maximise their online presence.	
Main Duties	
<ol style="list-style-type: none"> 1. Lead on delivering engaging and innovative proactive social and online media to promote the work of the Leader and Members of the Welsh Conservative Group in the Welsh Parliament. 2. Maximise the use of new media, utilising the full range of options available including videos, graphics, lives and blogs to enhance the reach of Welsh Conservative MS' work. 3. Develop, plan and execute social and online media campaigns relating to business of the Welsh Parliament. 4. Liaise with Welsh Conservative Members of the Senedd and their offices to identify any aspects of their work which may be of interest on social media. 5. Advise Welsh Conservatives Members of the Senedd on best practice for promoting their work in the Welsh Parliament on social media. 	

6. Explore and maintain an enhanced understanding of the latest trends and tools on social media and how they can be utilised by the Group and Welsh Conservative MSs.
7. Identify, create and coordinate forthcoming events which may provide potential social media opportunities.
8. Identify and deliver training needs of Members of the Senedd and offices to fully utilise social and online media.
9. Provide other such duties as requested by the Leader of the Group/Line Manager.

Person Specification (please refer to the 'essential' criterion below when completing the 'Information in support of your application' section of the application form.

Essential Knowledge and Experience

- Experience of working effectively using social and online media, ideally within a political or similar environment.
- Practical and demonstratable experience and understanding of developing and implementing digital communications strategies and organising social and online media campaigns.
- Experience of organic growth of followers and reach on social media, demonstrating an understanding of social media algorithms.
- Knowledge and understanding of digital media handling techniques especially for mainstream social media including Facebook, Twitter, Instagram and Tiktok;
- Understanding of, and commitment to, combating discrimination and promoting the equality of opportunities and the Nolan Principles of Public Life.

Essential Qualifications

- Degree or equivalent in a relevant subject or;
- Formal Qualification eg NVQ level 4 or equivalent in media or communications

Essential Skills and Behaviours

- Evidence of working to tight deadlines.

- Evidence of using social media apps in a work environment.
- Evidence of writing, filming and editing videos.
- Evidence of using the advertising options on social media apps.
- Effective organisation, planning and presentational skills with the ability to work flexibly and juggle a range of tasks.
- Work proactively with minimum supervision.
- Ability to use initiative, generate ideas and communicate news items effectively.
- Ability to demonstrate sensitivity, confidentiality and an understanding of the need to reflect the views of the Party in a manner which reflects equal opportunity and is not inflammatory, insensitive, libellous, slanderous or defamatory.
- An understanding of current affairs and issues of relevance to Wales.

Desirable:

- Sympathetic to the aims and values of the Party.

Additional Information

Please note appointment will be subject to references and a security check.

** Should the Member of the Senedd resign or following an election, not be returned, this position will be made redundant. For positions within the Party Group should there be a change in the Party Leader, or in the number of Group Members, this position may be made redundant*

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).