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| **Job & Person Specification** |
| **Job Title:** | **Senior Communications Officer**  |
| **Senedd Member:****Reference** | **Welsh Labour Group****MBS-080-22** |
| **Pay Band:** | **Band 1** |
| **Salary Range:** | **£27,450 - £38,740***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.* |
| **Working Hours:** | **Full time - 37 hours** |
| **Appointment Type:** | **Permanent**  |
| **Location:**  | Senedd Cymru / Welsh Parliament, Cardiff Bay & some home working possible |
| **Purpose of Job** |
| The purpose of the role is to promote the work of the Welsh Labour Group at the Senedd. The Post Holder will:* Lead in the development and delivery of the Group’s strategic and digital communications.
* Develop and maintain good working relationships with the media and social influencers on behalf of the Group.
* Provide advice and support to Group Members to maximise their ability to communicate their work.
* Upskill members and their staff in producing digital content and using a range of communications tools.
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| **Main Duties** |
| * Leading the design and implementation of the Group’s strategic communications work, in liaison with Members, their staff and Group officers.
* Developing engaging digital content to promote the work of Welsh Labour Members of the Senedd.
* Acting as the principal contact point within the office for all media enquiries, with responsibility for building and maintaining good relations with key contacts.
* Monitoring of all media channels and providing proactive and reactive advice to Members, their staff and Group Officers.
* The regular production of a full range of adaptable written and digital materials which promote the work of Welsh Labour’s Members of the Senedd to constituents, communities and the local and regional media.
* Providing advice and training to upskill MS support staff in the use of digital communication tools.
* Liaison with the Welsh Labour Head of Communications and Special Advisers to promote the work of the Leader and the Welsh Labour Group.
* Liaison with other Group officers and contacts to ensure that a regular flow of information is provided to Group Members to enable them to play a full part in the business of the Senedd.
* Undertaking other reasonable duties at the request of the Head of Office, Chief Whip, Group officers and Leader.
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| **Person Specification** |
| **Essential Knowledge and Experience** * An excellent understanding of the role of the Senedd, current affairs, Welsh politics and the wider political environment.
* Experience of working with digital communications and media, as a press / communications officer or within the public relations sector.
* Good knowledge and understanding of media handling techniques as well as designing and implementing a communications plan.
* Proven experience of using design and editing software to create content for digital media channels and experience of dealing with social media.
* A good understanding of Welsh Labour’s policy agenda.
* Experience of working in a pressured environment.
* Experience of administrative work and a good knowledge of office systems.
* Understanding of and commitment to the Nolan Principles of Public Life.

**Essential Qualifications*** Degree, NVQ Qualification level 3/4 or relevant equivalent experience.

**Essential Skills and Behaviours*** Ability to communicate clearly and effectively with elected members and colleagues at all levels, from Cabinet Ministers and backbench Members of the Senedd to their Support Staff and officials, Senedd Commission staff and members of the public.
* Ability to speak clearly, concisely and confidently with journalists.
* Excellent written communications skills.
* Excellent interpersonal skills.
* Evidence of working successfully as part of a team.
* Ability to work, often on your own initiative, to tight deadlines with the ability to work flexibly and juggle a range of tasks.
* Effective ICT / digital skills, particularly video / image engagement tools, using Microsoft packages and / or the ability to pick these up quickly.
* Ability to demonstrate sensitivity and ensure that the highest standards of confidentiality are upheld.

**Desirable Skills*** An ability to communicate in Welsh.
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| **Additional Information** |
| Please note the appointment will be subject to references and a security check.*As the post is with a Party Group, should there be a change in the Party Leader, or in the number of Group Members, this position may be made redundant.*  |

**The Welsh Labour Group is an equal opportunities employer and welcomes 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.**