

Sir Derek Jones KCB  
Ysgrifennydd Parhaol  
Permanent Secretary



Llywodraeth Cymru  
Welsh Government

Andrew RT Davies AM  
National Assembly for Wales  
Cardiff Bay  
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Dear Andrew,

4th April 2014

WAQ66505

You recently submitted a Written Assembly Question to the First Minister asking:

*Will the First Minister provide the total number of media or communications related staff employed by the Welsh Government, with a breakdown by department? (WAQ66505)*

The nature of the role of the Welsh Government requires us to disseminate a wide range of information to a broad range of external stakeholders on a regular basis. We also have a number of internal communications channels, in order to facilitate collaborative working across our portfolio Departments. As a consequence, a significant number of staff within the Welsh Government have roles which involve to some degree media or communications work. The only way to determine how many staff undertake such tasks would be to review the job description of every member of staff, which would be prohibitively time consuming.

Our Strategic Communications Division includes one or more dedicated press officers for each Department, and a number of other staff whose primary role covers a wide variety of media and communications-related tasks, including maintenance and development of our corporate digital channels, a suite of stakeholder information publications, graphic design, print contract management, events organisation and internal cross-portfolio communications. These staff also arrange and manage major public marketing campaigns, for example on public health and domestic abuse. At the end of February 2014, there were 97.2 FTE staff within the Division. Our ability to undertake a significant volume of design and print tasks, for example, using expert permanent staff represents a demonstrable financial saving against external print and design costs.

I hope this is helpful.

Yours,  
Derek



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