

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 and Social Media Officer
Reference:	MBS-157-26
Office of:	Elin Jones MS, Kerry Ferguson MS and Anna Nicholl MS
Working hours:	37 hours per week in total – working 12.33 hours for Elin Jones MS, 12.33 hours for Anna Nicholl MS, and 12.33 hours for Kerry Ferguson MS Some evening and weekend work will be required.
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:	Swyddfa Etholaeth Sir Benfro (Hwlffordd) neu Geredigion (Aberystwyth). There may be a requirement to visit a range of locations across my constituency, including rural locations, where public transport may not be available.

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 and creating content for online media in a work context.
- Well-developed oral and written communication skills.
- Awareness of importance of timing and political context, whilst publishing online.
- Ability to respond responsibly to malicious communications, in a professional manner.
- 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 practice and procedures.
- Ability to work collaboratively as part of a small team.

Knowledge and experience

- 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.
- Experience of responding to social media comments and reactions within a professional working environment, and in line with the Members' communication strategy.
- Ability to recognise and capture good content.
- Experience of digital content creation, editing and publishing.
- 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.
- Experience implementing proportionate safeguarding measures related to children and vulnerable adults.

Desirable criteria					
• Experience working in communications and social media for Members of Senedd. • Experience of developing social media opportunities above and beyond the communications strategy. • 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 Party. • Full current UK Driving licence and access to a vehicle insured for work purposes.					
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					
• Welsh language skills are essential for this post, and have been assessed as follows: ◦ Listening: Advanced / Proficiency ◦ Speaking: Advanced / Proficiency ◦ Reading: Advanced / Proficiency ◦ Writing: Advanced / Proficiency • These skills will be assessed as part of the selection process. • Further language skills can be included here if appropriate to the role.					
Additional information on language skill levels					
	Corresponds broadly to	Listening	Speaking	Reading	Writing
Advanced	Advanced/Uwch or Has received Welsh medium education or Uses Welsh regularly Language Skills Certificate	Understand conversations and instructions confidently.	Able to speak and engage confidently in discussion at length and able to answer any question.	Understand a wide variety of text confidently.	Able to write a wide variety of text confidently.

Proficiency	Language qualification: A-level or degree in Welsh A-level or degree through the medium of Welsh Translation qualification	Understand all conversations and instructions with complete confidence.	Able to speak at length and with complete confidence, even about unfamiliar matters.	Understand all types of texts with complete confidence.	Able to write all kinds of text with complete confidence.
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Main duties

Communications and media relations
• Support the Senior Communications Officer with media contact, and engaging with journalists and broadcasters. • Support with writing press releases and media briefings, as requested by the Senior Communications Officer. • Support media appearances and interview prep, including drafting key messages.
Digital and social media management
• Manage the tone for social media communications. • Create high-quality multimedia content (graphics, videos, infographics). • Monitor analytics and engagement data to refine content strategy, and increase constituents' engagement with Members.
Public engagement and stakeholder management
• Manage relationships with key stakeholders. • Support the production of newsletters, blogs, and website content. • Promote surgeries, 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: • Manage the processes and arrangements that enable 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.
- Perform other duties as required to support the Senior Communications Officer, and Senior Business Manager, as requested.