

Support Staff Job Description

Job family:	Communications
Pay band:	Band 1
Salary range: (pro-rata)	£39,274 - £50,496 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:	Senior Digital Officer
Reference:	<i>MBS-135-26</i>
Office of:	Welsh Labour Group
Working hours:	37 hours per week Some evening and weekend work will be required. There may be a requirement for the role holder to work outside of the normal working hours.
Appointment type:	Permanent When there is a change in the Leader of the Group, or in the number of Members that make up the Group, this position may become redundant.
Location:	Ty Hywel 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 1 Communications Officer** working for a Member of the Senedd undertakes research, press and media related work, oversees the communications strategy and manages higher-profile engagements. They will have expertise acquired through professional or academic qualification or equivalent experience, that can be applied in a wide range of situations relevant to communications.

Person specification

Skills and behaviours
• Highly 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. • Ability to work collaboratively as part of a small team.
Knowledge and experience
• A full 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. • Substantial experience of creating successful video and graphic content, social media monitoring and rebuttal, and of implementing the latest best practice in social media and digital communications. • Substantial experience of the digital media landscape using this expertise to develop innovative, proactive digital strategies within a political context. Knowledge of media law. • Experience of advising and enacting digital and social media actions at a senior level and supporting teams to develop campaigns. • Reaching new audiences and influencing the social media agenda through proactive planning. Develops strategies to protect and improve reputation. • Knowledge and understanding of digital handling techniques including designing and delivering a digital communications strategy and plans. • 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
• A strong understanding of current affairs and issues of relevance to Wales and the local area, an interest in the Welsh political system. • Understanding the aims and values of the Party of the Member, and the political

priorities for the Member or Group. Being comfortable with the party's policies, aims, and approach to serving the community. • Previous experience working in Welsh politics, including working closely with elected representatives.
Qualifications
• Degree or equivalent in a relevant subject or suitable alternative experience.
Language skills
• Desirable: The ability to work in both Welsh and English.

Main duties

This is a range of duties that will typically be included in this kind of role. Details can be amended as appropriate, and bullet points can be deleted if they are not needed / are captured by other roles, although please note that significant changes may impact on the grading of the role.

Strategic communications and media relations
Developing and implementing a digital communications strategy aligned with the Welsh Labour Group's political priorities.
Digital and social media management
- Setting the overall tone and direction for social media communications. - Producing and overseeing the creation of high-quality multimedia content (graphics, videos, infographics). - Managing the response to online debates and any potential reputational risks.
Public engagement and stakeholder management
- Overseeing the production of newsletters, blogs, and website content. - Organising and promoting public meetings, events, and visits. - Advising the Welsh Labour Group on public messaging and community engagement opportunities.
Parliamentary and policy communications
- Providing advice on how to frame policy announcements for maximum impact across online platforms. - Supporting consistency in messaging across all platforms.
Leadership and oversight
- Overseeing the compliance of all communication materials with Senedd rules. - Liaising with the Welsh Labour Group's political party communications team and leadership for broader messaging alignment.
Workplace obligations
Data Support and advise the Welsh Labour Group 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 Welsh Labour Group 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 Welsh Labour Group 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).
- Take decisions where limited or no advice, guidance or precedents is available in line with Member wishes.
- Perform other duties as required to support Members that are commensurate with this band.