

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:	Social Media Officer
Reference:	<i>MBS-159-26</i>
Office of:	Zaynub Akbar MS, Caerdydd Ffynnon Taf
Working hours:	22.2 hours per week Some evening and weekend work will be required in order to film content.
Appointment type:	Fixed Term for 6 months 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:	Senedd and the Constituency Office 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
• Proficient in the use of video and photo editing software (e.g. Adobe Premiere Pro, Final Cut Pro, CapCut) and graphic design tools (e.g. Adobe Photoshop, Canva). • Able to script, film and edit short-form video content to a high standard and to tight turnaround times. • Well-developed oral and written communication skills, with the ability to adapt tone and style across different platforms and audiences. • 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
• Demonstrable experience of social media content production, including short-form video, across a range of platforms such as Instagram, TikTok, Facebook, X/Twitter, YouTube etc. • Experience scripting, filming and editing original video content, and producing graphics for use across digital channels. • Political awareness and an understanding of the sensitivities involved in producing content on behalf of an elected Member. • A good understanding of the legal and regulatory frameworks within which Members and Groups operate, including Senedd frameworks (standards of conduct, expenditure etc) and broader legal duties, or a willingness to develop this understanding quickly.
Desirable criteria
• 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 (e.g. media production, film, journalism, marketing).
- 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
 - Speaking: Advanced
 - Reading: Intermediate
 - Writing: Intermediate
- These skills will be assessed as part of the selection process.

Additional information on language skill levels

	Corresponds broadly to	Listening	Speaking	Reading	Writing
Intermediate	Canolradd	Understand most conversations and instructions fairly confidently.	Able to hold an extended conversation with a fluent speaker fairly confidently.	Understand most text fairly confidently.	Able to write text, including basic correspondence, fairly confidently.
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.

Main duties

Digital content production
• Script, film and edit short-form video content for social media platforms including Instagram, TikTok and Facebook. • Produce graphics and other visual assets for use across digital and social media channels. • Plan and manage day-to-day posting and scheduling of content across social media platforms. • Monitor analytics and engagement data to refine content and inform future production. • Ensure all content complies with Plaid Cymru's Seventh Senedd Communications Guidance, including bilingual imprint requirements.
Communications and media support
• Support the wider communications function with visual and video content for press and media use where required. • Manage the tone of voice for digital and social media content, in line with office guidance.
Public engagement and stakeholder management
• Film and produce content at constituency events, surgeries and visits. • Support the production of newsletters and website content with visual and video assets. • Ensure consistency of visual identity and messaging across all platforms.
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: • Support and advise 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.