

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:	Head of Communications
Reference:	MBS-091-26
Office of:	Welsh Conservative Group Office
Working hours:	37 hours per week Please note that there may be a requirement for the role holder to frequently work outside of the normal working hours. Some evening and weekend work will be required.
Appointment type:	Permanent Please note that 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:	Senedd Cymru / Welsh Parliament, Cardiff, CF99 1SN 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 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 the media landscape using this expertise to develop innovative, proactive media strategies, ideally within a political context. Knowledge of media law.
- Experience of advising on media actions at a senior level and supporting teams to develop campaigns.
- Influences the media agenda through proactive planning. Develops strategies to protect and improve reputation.
- Knowledge and understanding of media handling techniques including designing and delivering a 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

- An 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 Welsh Conservatives, and the political priorities for the Welsh Conservative Group. Being comfortable with the party's policies, aims, and approach to serving the community.
- Full current UK Driving licence and access to a vehicle insured for work purposes is essential for this position.

- Previous experience working for an MS / MSP/ MP.

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

Strategic communications and media relations
<ul style="list-style-type: none">• Developing and implementing a communications strategy aligned with the Welsh Conservative Group’s political priorities.• Acting as the primary media contact, proactively engaging with journalists and broadcasters.• Writing high-impact press releases, opinion pieces, and media briefings.• Managing media appearances and interview preparation, including drafting key messages and lines to take briefings.• Handling reputational risks and advising on media responses.
Digital and social media management
<ul style="list-style-type: none">• Setting the overall tone and direction for social media communications.• Overseeing the production and creation of high-quality multimedia content (including, graphics, videos, sound recordings and infographics).• Managing the response to online debates and any potential reputational risks.
Public engagement and stakeholder management
<ul style="list-style-type: none">• Managing relationships with key stakeholders, including government bodies, charities, businesses, and campaign groups.• Overseeing the production of newsletters, blogs, and website content.• Organising and promoting meetings, events, and visits by the Welsh Conservative Group Leader and Welsh Conservative Spokespersons.• Advising the Members of the Welsh Conservative Group on public messaging and community engagement opportunities.
Parliamentary and policy communications
<ul style="list-style-type: none">• Drafting and refining speeches, articles, and briefings for Members of the Welsh Conservative Group.• Providing advice on how to frame policy announcements for maximum impact.• Coordinating responses to Senedd debates and parliamentary questions.• Ensuring consistency in messaging across all platforms.
Leadership and oversight
<ul style="list-style-type: none">• Working with the Welsh Conservative Group Chief of Staff to managing staff,

delegating tasks, and ensuring high-quality output.

- Overseeing the compliance of all communication materials with Senedd rules.
- Liaising with the Welsh Conservative's political party communications team and leadership for broader messaging alignment.

Workplace obligations

Data protection / information security:

- Support and advise the Welsh Conservative 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 Conservative 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 Conservative 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 Welsh Conservative Group Leader's wishes.
- Perform other duties as required to support the Welsh Conservative Group.