**Job and person specification**

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| **Job title:** | **Communications and Campaigns Officer** |
| **Reference:** |  |
| **Office of:** | **Alun Davies MS** |
| **Pay band:** | **1** |
| **Salary range:****(pro-rata)** | **£32,251 - £45,380**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. |
| **Working hours:** | **37** |
| **Appointment type\*:** | **Fixed term for until May 2026 with the possibility of being made permanent** |
| **Location:** | **Cardiff Bay with occasional working (usually 1 day per week) in Blaenau Gwent** |

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| **Additional information:** |
| \*Appointment type: Should the Member resign or following an election, not be returned, this position will be made redundant. For positions within the Party Group should there be a change in the Party Leader, or in the number of Group Members, this position may be made redundant. |
| Please note that this position may be subject to evaluation. The role, its responsibilities, and associated pay may be reviewed and adjusted to ensure alignment with the Member's goals and objectives. Candidates should be prepared for potential changes based on business needs of the Member. |
| 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. |

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| **Purpose of the job** |
| To manage the members communications and social media related work as required ensuring that standards of confidentiality are maintained. |

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| **Main duties** |
| 1. Establish and develop robust relations within the press, broadcast and online media in order to promote the work of the Member.
2. Plan and develop strategy and organisation of media campaigns and digital communications.
3. Promote the Members social media presence in order to keep constituents and stakeholders informed of the Members work both locally and in the Senedd.
4. Produce videos, infographics and other communications tools for use on social media.
5. Produce regular reports, print and online, informing the public and party members of the work undertaken by the Member.
6. Manage press office systems and monitor media outlets effectively, covering print, broadcast and online.
7. Research, prepare and write press releases and statements to the media.
8. Identify forthcoming events which may provide potential media opportunities.
9. Represent the Member in a professional and effective manner in dealing with the media, constituents and outside bodies.
10. Work proactively anticipating the Members communications and social media requirements.
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| **Person specification** |
| **Essential Knowledge and Experience*** Experience of working effectively in a communications/social media role, such as within the written press, broadcast or online industry, or public relations sector, ideally within a political or similar environment.
* Experience of developing and implementing communications strategy and organising media and social media campaigns.
* Experience of effectively using digital communications and social media platforms.
* Knowledge and understanding of media handling techniques including formulating press releases.
* Understanding of, and commitment to, combating discrimination and promoting the equality of opportunities and the Nolan Principles of Public Life

**Essential Qualifications*** Degree or equivalent in a relevant subject or;
* Formal Qualification e.g. NVQ level 4 or equivalent in media or communications

**Essential Skills and Behaviours** * Effective interpersonal skills and the ability to build relationships across professional boundaries with members of the press and media.
* Excellent communication skills – with the ability to write and speak clearly & concisely and produce briefings/press notices using a variety of IT packages including Microsoft Word, Outlook and Excel.
* Work proactively with minimum supervision.
* Ability to use initiative, generate ideas and communicate news items effectively.
* Ability to demonstrate sensitivity, confidentiality and an understanding of the need to reflect the views of the Party in a manner which reflects equal opportunity and is not inflammatory, insensitive, libellous, slanderous or defamatory.

*Desirable** An understanding of current affairs and issues of relevance to Wales and Blaenau Gwent, and an interest in the Welsh political system
* Sympathetic to the aims and values of the Party
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