

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 Communications Officer
Reference:	MBS-156-26
Office of:	Elin Jones MS, Kerry Ferguson MS ac 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. There may be a requirement for the role holder to work outside of the normal working hours.
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:	Pembrokeshire (Haverfordwest) or Ceredigion (Aberystwyth) 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 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 – in Welsh and English. • The ability to manage workload, with constantly changing priorities. • The ability to work flexibly and to adapt to constant changes. • 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 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 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. • 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 / MP/ MEP.
Qualifications
• At least an undergraduate degree or equivalent in a relevant subject 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	Understand all conversations and instructions with complete	Able to speak at length and with complete confidence, even about	Understand all types of texts with complete confidence.	Able to write all kinds of text with complete confidence.

	the medium of Welsh Translation qualification	confidence.	unfamiliar matters.		
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Main duties

Strategic communications and media relations
• Developing and implementing a communications strategy aligned with the Member'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. • Identify publicity opportunities and act upon them, with the Member's approval. • Managing media appearances and interview prep, including drafting key messages. • Handling reputational risks and advising on media responses.
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
• 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 public meetings, events, and constituency visits. • Advising the Member on public messaging and community engagement opportunities.
Parliamentary and policy communications
• Drafting and refining speeches, articles, and policy briefings for the Member. • 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
• Supervise communications staff, delegating tasks, and ensuring high-quality

output. • Overseeing the compliance of all communication materials with Senedd rules. • Liaising with the Member's political party communications team and leadership for broader messaging alignment.
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). • Take decisions where limited or no advice, guidance or precedents is available in line with Member wishes. • Perform other duties as required to support the Member that are commensurate with this band.