

Support Staff Job Description

Job family:	Communications
Pay band:	Senior Advisor
Salary range: (pro-rata)	£42,904 - £55,159 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:	Deputy Chief of Staff and Head of Communications
Reference:	<i>MBS-099-26</i>
Office of:	Reform Group Office
Working hours:	37 hours per week Some evening and weekend work will be required.
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:	Tŷ Hywel, Cardiff 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 **Communications Senior Advisor** working for a Member of the Senedd will be a specialist in communications with considerable experience. They will possess a comprehensive understanding of the workings of the Senedd and have substantial political acumen. They will be responsible for leading and executing the Member's overall communications strategy, ensuring their messaging is clear, consistent, and impactful across all platforms. This is a strategic and senior role, often involving direct liaison with the party's central comms team and managing high-profile media relations including crisis handling.

Person specification

Skills and behaviours
• Highly developed oral and written communication skills. • Advanced digital and IT proficiency, including confident use of standard office software, management tools, and online and social media platforms in a professional context. • Ability to work collaboratively as part of a large team and manage team of senior, mid-level and junior communications staff • An understanding of social media platforms and digital communications strategies.
Knowledge and experience
• Able to provide media training and informed advice to Members and colleagues on message discipline, communications strategies. • Considerable expertise acquired through professional or academic qualification or equivalent experience, that can be applied in all situations relevant to communications and the management of a team. • Substantial experience of the media landscape using this expertise to develop innovative, proactive media strategies. Experience of advising on media actions at a senior level and supporting teams to develop campaigns. Knowledge and understanding of media law. • 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. • Management responsibility for a multi-disciplined team of staff with a proven track record of delivering results. <i>Data protection / information security:</i> • Knowledge of law and good practice related to data protection and information security. <i>Health, safety and wellbeing:</i> • 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. <i>Safeguarding:</i> • 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.
- Sympathetic to the aims and values of the Party.
- Full current UK Driving licence and access to a vehicle insured for work purposes.

Qualifications

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- Degree or equivalent in a relevant subject or suitable alternative experience.

Language skills

- non-essential: The ability to work in both Welsh and English.

Main duties

Strategic communications leadership
• Develop and execute a comprehensive communications strategy for the Group that aligns with the Party's political priorities and constituency interests. • Advise the Party Leader on messaging, public image, and key communication opportunities. • Ensure a consistent tone and voice across all platforms and communications.
Media and public relations
• Act as the primary spokesperson on behalf of the Leader and the Group when necessary. • Build and maintain relationships with journalists, editors, and broadcasters. • Manage press releases, media briefings, interviews, and crisis communications. • Provide media training; Preparing Members for media appearances, including messaging, interview techniques, and rebuttal strategies.
Digital and social media strategy
• Oversee the Leader and the Group's social media presence, ensuring high-quality, engaging content. • Manage the creation of digital content, including graphics, videos, and infographics. • Monitor social media trends, public sentiment, and engagement analytics to refine strategy.
Parliamentary and policy messaging
• Oversee the crafting of high-profile speeches, opinion pieces, and policy briefings. • Ensure clear and persuasive messaging on policy issues.
Reputation management
• Anticipate potential PR risks and developing contingency plans. • Manage responses to controversies, public criticism, or misinformation. • Ensure legal and ethical compliance with Senedd communication regulations.
Stakeholder and public engagement
• Oversee engagement with community groups, businesses, unions, and charities. • Manage high-profile visits, campaigns, and public appearances.

Team leadership and coordination

- Deputise for the Group's Chief of Staff where necessary.
- Manage others in the communications team, including senior, mid-level and junior officers and digital content creators.
- Delegate tasks effectively while maintaining oversight of all comms output.
- Coordinate with the party's central communications team for alignment on messaging.

Workplace obligations

Data protection / information security:

- Manage the processes and arrangements that enable 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:

- Manage the processes and arrangements that enable the Member to comply with their obligations related to health, safety and wellbeing in accordance with relevant legislation and codes of practice.

Safeguarding:

- Manage the processes and arrangements that enable 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.