Support Staff Job Description

Job family:	**Communications**
Pay band:	**Band 3**
Salary range: **(pro-rata)**	**£26,345 - £33,873** 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:	**Digital Content Officer**
Reference:	**MBS-253-26**
Office of:	**Alun Cox, Plaid Cymru**
Working hours:	**22.2 hours – 3 days** 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:	Constituency Office located in the constituency of Afan Ogwr Rhondda and Senedd Building. There may be a requirement to visit a range of locations across the constituency.

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 3 Communications Officer** working for a Member of the Senedd would typically be responsible for assisting with the Member's communication efforts, both internally and externally. Assisting the Member to disseminate key messages and information.

Person specification

.Skills and behaviours
• The ability to communicate messages clearly, succinctly and effectively through social media. • An appreciation of the importance of brand consistency, message discipline and adherence to guidelines. • The ability to work quickly and effectively in a fast-paced political environment, managing competing priorities and deadlines. • Strong attention to detail and sound judgement. • The ability to work collaboratively and develop positive working relationships with colleagues and stakeholders. • The ability to communicate fluently and effectively in both Welsh and English. • An understanding of the importance of clear, consistent and accurate communications.
Knowledge and experience
• Excellent knowledge and understanding of the main social media platforms, including Facebook, Instagram and LinkedIn. • Experience creating digital content, particularly short-form video content for social media platforms. • Experience using graphic design, video editing and content creation tools. • An understanding of social media analytics and how to use insights to improve performance. • An understanding of Welsh politics and Plaid Cymru's core values. • 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. • Sympathetic to the aims and values of the Party.

- Full current UK Driving licence and access to a vehicle insured for work purposes.

Qualifications

- A degree or equivalent professional experience in communications, media, politics, languages or a related field.

Language skills

- Welsh language skills are essential for this post, and have been assessed as follows:
  - Listening: Advanced
  - Speaking: Advanced
  - Reading: Advanced
  - Writing: Advanced

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.

Main duties

Media and press work

- Monitor local and national media for relevant news.
- Assist in responding to media inquiries and arranging interviews.
- Build relationships with journalists and media outlets.

Digital and social media

- Manage the Member's social media accounts (Twitter/X, Facebook, Instagram, LinkedIn) as directed by the Member or more senior staff member.
- Create and schedule posts, graphics, and videos in line with agreed protocols.
- Monitor engagement and respond to messages/comments.

Constituency engagement and public relations

- Write newsletters, website updates, and blog posts.
- Help to organise and promote events, surgeries, and public meetings.
- Manage correspondence from constituents and stakeholders.
- Keep records of media coverage and public engagement.
- Ensure compliance with Senedd rules on communications.

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).

- Perform other duties as required to support the Member that are commensurate with this band.