



PLANT YNG NGHYMURU
CHILDREN IN WALES

COMMUNICATIONS & MARKETING OFFICER

Application Pack

childreninwales.org.uk

Introduction

Job Title: Communications & Marketing Officer

Reports To: Communications & Membership Manager

Location: Cardiff – agile working from home or in the office with 2 days a month in the office as a minimum.

Hours of Work: 35 hours per week

The enclosed set of information is designed to give you a fuller picture of what the post involves and information about Children in Wales.

The job description is designed to summarise clearly the scope and responsibilities of the post and should be read thoroughly. The purpose of the person specification is to state, as precisely as possible, the minimum skills, experience and knowledge applicants must have to meet the requirements of the post. **It is essential that you read this carefully and address your application to the criteria contained in the person specification.** Failure to do so will considerably reduce your chances of being selected for interview.

The deadline for applications is 30th January 2025

Interviews will take place on 13th February 2025

We are committed to providing services which embrace diversity and which promote equality of opportunity. This is underpinned by the Equality Act 2010 and will be adhered to at each stage of the recruitment process.

We are committed to being an anti-racist organisation and increasing diversity by removing barriers and supporting all our staff to reach their potential. We are committed to recruiting Black, Asian and Minority Ethnic people and disabled people who are currently under-represented in Children in Wales.

We welcome applications from everyone regardless of age, marriage and civil partnership (both same sex and opposite sex), impairment or health condition, sex, sexual orientation, pregnancy and maternity, race, religion or belief, gender identity or gender expression.

Our recruitment panel will short-list for interview. They will not be provided with your contact details or any equal opportunities information. The information provided by unsuccessful applicants will be securely retained for a period of 1 year and then confidentially destroyed.

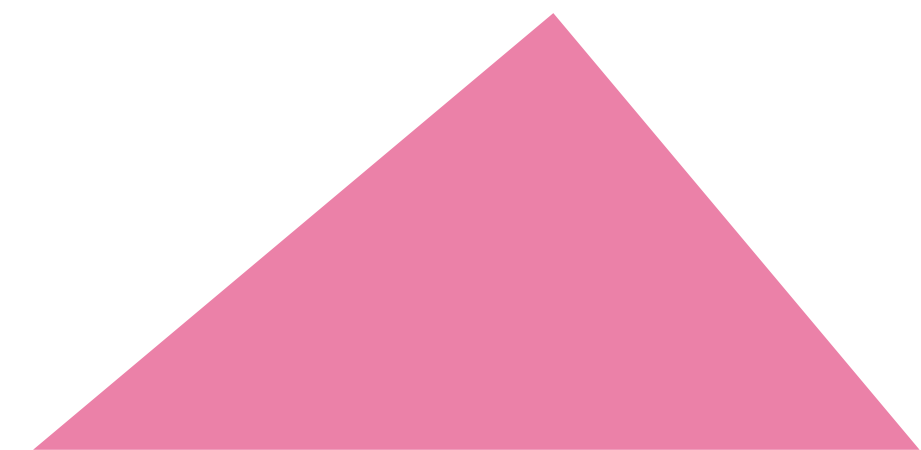
The successful candidate for this post will be required to complete an enhanced DBS (Disclosure and Barring Service) check and all information provided during the application process will be retained as part of your employee file. In the interests of economy we can only acknowledge receipt of your application by email.

If successful in progressing to interview, you will be notified via the email address provided to us.



Further Information

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| Contract: | Permanent subject to funding |
| Hours of Work: | 35 hours per week |
| Salary Scale: | £34,680 per annum |
| Annual Leave: | 25 days per annum plus bank holidays |
| Method of Pay: | Salaries are paid directly into staff member's nominated bank account on the 15th of each month |
| Pension: | Children in Wales' employees are automatically enrolled to the Workplace Pension Scheme, but you may choose to opt out. |
| Place of work: | Children in Wales, Cardiff University Social Science Research Park (SPARK) – agile working from home or in our office |



Job Description

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Main purpose of role:

Children in Wales will launch in 2025 a new, 5-year strategy to take the business to 2030. Key to the delivery of this strategy is the new role of Communications and Marketing Officer, which will be integral to two objective areas:

- Income Generation, Business Development and Innovation
- Brand, Profile and Comms

To help us achieve our goals in these areas, the Communications and Marketing Officer will play a key role in designing and delivering campaigns that promote the organisation's mission and vision. Working closely with the Communications and Membership Manager, the postholder will plan, implement, monitor, and evaluate initiatives to engage members, stakeholders, and partners effectively, while enhancing the profile of Children in Wales' brand and work.

The postholder will lead on marketing key strands of our approach, helping us to reach new audiences and working closely with colleagues delivering training, consultancy services and events to increase engagement with, and income from, these areas.

This is a role that will require the ability to build and sustain relationships with both internal and external stakeholders, for which effective networking skills are a must.

Main duties and responsibilities

- Work with internal stakeholders to support the development and implementation of targeted, creative marketing campaigns to drive awareness, income, and audience engagement.
- Act as a key liaison between the organisation and external stakeholders, ensuring consistent messaging and branding and actively promoting our work, resulting in increased take up of key CiW services.
- Seek new opportunities to collaborate with other organisations, by fostering and developing relationships with members, suppliers and other partners.
- Produce an engaging content strategy for the organisation, including web-based content, social media content (including interactive images and video), press releases, statements, and case studies, to strengthen Children in Wales' external communications efforts.
- Manage and enhance our online presence, using analytics to monitor, evaluate, and report on the success and impact of digital media initiatives.
- Plan and execute marketing strategies for events, webinars, or workshops that can serve as lead-generation tools.

- Support the communications team's priorities, as allocated by the Communications and Membership Manager.
- Represent the organisation at a range of events, meetings and conferences as required.
- Participate in the overall activities of the organisation, including occasional out of hours and weekend work, and travel to occasional events and meetings across Wales.
- Undertake any other tasks requested by the relevant manager and Children in Wales.
- Carry out all of the above in accordance with the aims, values and strategic objectives of Children in Wales, with particular regard to the United Nations Convention on the Rights of the Child (UNCRC), Welsh Language and Child Protection Policies.

This list is not exhaustive as there may be other duties and responsibilities, which Children in Wales may require the post-holder to perform from time to time in contributing to the delivery of its activities.

Person Specification

Key Requirements – Essential

1. Educated to degree level in a relevant subject.
2. At least 4 years' experience of marketing, communication, journalism or public relations work.
3. Proven experience in developing and executing a high-performing content strategy, creating content tailored for young people and professionals across multiple platforms.
4. Experience in applying marketing principles and strategies to successfully diversify income streams.
5. Confident ability to network with external partners.
6. Proven experience in developing, implementing, and evaluating integrated marketing and communications campaigns designed to generate leads.
7. Experience and good working knowledge of digital media, design tools (e.g. Canva) and IT software packages.
8. Ability to work proactively, prioritise tasks, and meet deadlines with well-developed time management skills.
9. Ability to maintain and edit websites, and other web-based activities.
10. Proven experience in multi-disciplinary team environments, with demonstrated ability to build and nurture productive relationships across diverse professional groups.
11. Demonstrate an ability to communicate detailed and complex information effectively and professionally to a wide and diverse range of people, including children.
12. Ability to work creatively on own initiative within agreed guidelines, with good prioritisation skills, and be able to meet deadlines and to prioritise your workload.
13. Proven ability to work as part of a small team, and build strong internal and external relationships.
14. Able to demonstrate knowledge of, and a commitment to the values and principles of the United Nations Convention on the Rights of the Child (UNCRC) with a determination to promote its implementation effectively.
15. Excellent interpersonal and oral communication skills.
16. Excellent IT and written communication skills

Key Requirements – Desirable

1. Ability to communicate both orally and in writing through the Welsh language.
2. Demonstrable knowledge of relevant legislation and practice in relation to matters impacting on children and young people in Wales.
3. Experience of working directly with children and young people.
4. Experience of involvement in contributing to, supporting or delivering events.
5. Proficiency in developing and maintaining databases.

Background Information

Children in Wales – Plant yng Nghymru is the national representative membership organisation for individuals and organisations from all sectors who work with children, young people and families in Wales. Our membership is drawn from the public-, charitable/not-for-profit- and independent-sectors. Our work will be underpinned by a collaborative approach, which facilitates opportunities for our members, children and young people.

- We will work towards our vision in collaboration with our members by:
- Campaigning for the full adoption and implementation of the United Nations Convention on the Rights of the Child at every level of Welsh society.
- Challenging inequalities and promoting equity for all children and young people across Wales.
- Bringing together and amplifying a collective voice for transformational change at a policy level within Wales.
- Promoting and supporting the participation of children and young people within decision-making structures at all levels of government within Wales
- Providing a platform for the sharing of innovative practice across Wales.
- Advocating for the children's sector(s) on priority areas.
- Providing learning and development opportunities for the cross-sector children's professional workforce.
- Undertaking and disseminating research across our membership.

Children in Wales carries out a number of activities in order to meet these aims. These include:

- Organising conferences and seminars
- Providing training
- Supporting and developing strong networks and forums
- Producing and disseminating information
- Representing and consulting with members
- Research
- Direct work with children and young people through our Young Wales project

Children in Wales works in partnership with its sister organisations in England, Scotland and Northern Ireland and has strong links in Europe and internationally.

As a membership organisation we establish networks within Wales in order to represent the views of the constituency, establish common concerns and encourage multi-disciplinary activity. Members can be either corporate or individual and come from a wide variety of interests such as health, education, voluntary organisations, social services or self help groups.

Our work is funded by grants from the Welsh Government, other grant givers and through self-generated income.

A Board of Trustees governs the work of the organisation

<http://www.childreninwales.org.uk/>

