**Job Description: Engagement & Communications Officer**

**ABOUT WEN WALES**

Our vision is of a Wales free from gender discrimination. Our ambition is a Wales where women and men have equal authority and opportunity to shape their own lives.

We work in coalition with 34k supporters - no one organisation alone can deliver equality. Our work sits under three pillars. We will Connect, Campaign and Champion women until our vision is realised.

**ABOUT THE ROLE**

This brand-new role is about communicating the fantastic ground-breaking work that WEN does and transforming it into engaging, exciting and eye-catching content that helps us deliver the change we need to see to make Wales a feminist nation. Be it writing a great headline, making a short film, designing a social media graphic, or an impactful tweet, you will be ready to push our communications forward and ensure that our policy and influencing work really hits home.

You will have a strong network and enjoy engaging with our diverse members and supporters and growing the coalition by reaching out to new audiences across Wales.

You will be extremely motivated, able to work on your own initiative and be ready to join a high-performing yet fun and supportive team of feminists who are all committed to delivering our new strategy.

We particularly welcome Black, Asian and minority ethnic (BAME) and disabled candidates as BAME people and disabled people are currently underrepresented in our staff.

Welsh Speaker: Desirable

**Job purpose:**

The Engagement and Communications Officer will report to the Director of WEN and will play a key role in the messaging and communications for WEN Wales, helping to deliver our new strategy, grow our reach via digital media – including developing our digital offering such as podcasts and ensuring our new WEN Cafes are further developed – as well as the more traditional media. You’ll be working with our Policy Officer to ensure complex messages are easily understood and our Mentoring Officer to support the great engagement we are already getting in our #WENMentoring scheme.

You will also reach out and engage new groups and individuals with our work, growing our coalition to help deliver on our vision - a Wales free from gender discrimination.

**Two Key Objectives of the Role are:**

* To communicate the work of WEN Wales brilliantly and with great impact via a variety of media
* To grow our coalition - we have an ambition to double the size of the coalition in the next 5 years.

**Main Duties will include, but not be limited to:**

**COMMUNICATIONS**

* Designing and delivering communications plans for a range of campaigns such as the Feminist Scorecard, and campaigns for Manifestos for the 2021 Senedd elections
* Leading on the delivery of our social media strategy across all identified channels, including paid advertising
* Handling media enquiries and pitching and writing stories for the traditional media as needed
* Managing our e-marketing, including production of our monthly e-newsletter
* Overseeing publication of all website content by writing, editing and proofing copy
* Monitoring our analytics and producing a monthly digital report
* Supporting in liaising with printers and designers for publication of reports and briefings

**ENGAGEMENT**

* Engaging with our individual and organizational members
* Growing our coalition by putting in place innovative membership strategies
* Reaching out to all corners of Wales to ensure we are representative and diverse in our membership
* Supporting the delivery of events

You’ll have a proven track record of and be able to demonstrate experience in the following:

* Working across a range of digital platforms including social media
* Producing and editing digital content for a variety of audiences on e.g. Canva and other platforms
* Sound knowledge of the third sector in Wales
* Writing Press releases and succeeding in getting press coverage
* Understanding of content management systems, SEO, Google Analytics, Google Ads
* Understanding of user needs and designing digital solutions to meet them
* Good communication skills and the ability to work with and influence a range of stakeholders
* Ability to organise a busy workload and prioritise tasks to meet deadlines

**EXPERIENCE AND SKILLS CRITERIA**

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| --- | --- | --- |
| **Experience** | **Essential** | **Desirable** |
| Experience of developing communications plans |  | x |
| Experience of digital campaigns development | X |  |
| Experience of successfully managing social media accounts & monitoring analytics and growing impact and engagement | X |  |
| Management and maintenance of Websites | X |  |
| Track record of pitching stories, handling media enquiries, writing articles and briefing journalists | X |  |
| **Skills** | **Essential** | **Desirable** |
| Basic design skills |  | X |
| Use of mail chimp / other newsletter platforms |  | x |
| Ability to create short films | X |  |

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| **Skills** | **Essential** | **Desirable** |
| **Welsh Language**  Oral (spoken) and Written Welsh Level B1\* (see table below) or evidence to demonstrate an on-going commitment to learn Welsh to this level. |  | X |
| **Welsh Language**  Oral (spoken) and Written Welsh Level C1\* |  | X |
| Excellent all-round communication skills | X |  |
| Excellent time management skills with the ability to produce quality work with minimal supervision | X |  |
| Good project management skills | X |  |
| Computer literacy, including experience of building and growing a social media audience | X |  |
| Degree level education or equivalent |  | X |
| **Knowledge** |  |  |
| Knowledge and understanding of women’s equality | X |  |
| **Other requirements** |  |  |
| Commitment to anti-discriminatory practice and equal opportunities. An ability to apply awareness of diversity issues to all areas of work. | X |  |

**Terms and Conditions**

* 30 days Annual Leave entitlement
* Contributory pension
* **Location:** Flexible & Currently working from home
* **Salary:** 15 hours (2 days) per week, NJC pay scale 29 : £25,951 (pro rata)
* **Contract type** – Fixed term May 2020 – March 2021
* We are a **flexible and supportive employer**

**How to apply**

Please send a CV along with a supporting letter (no more than 2 sides A4) which addresses the job role and essential criteria, showing how you meet them and telling us why you are the right person for the role. Please also include a piece of written work (e.g. article, blog or equivalent) in Welsh **and** English. (max 1 page)

Email your completed application to [admin@wenwales.org.uk](mailto:admin@wenwales.org.uk) by Sunday 7th June 18.00. We will interview Wednesday 10th June via zoom.

If you would like to have an informal discussion about the role, please contact Catherine Chatham [finance@wenwales.org.uk](mailto:finance@wenwales.org.uk) so she can arrange an informal chat about the role.

* **Closing date:** Sunday 7 June 2020, 18.00
* **Interviews via zoom:** Wednesday 10th June

| ***Welsh Language Level*** | **Speaking (interaction and production)** | **Writing** |
| --- | --- | --- |
| *A0* | I can not speak Welsh at all. | I can not write Welsh at all. |
| *A1* | I can :   * interact in a simple way provided the other person is willing to speak slowly, repeat or rephrase things, as well as being willing to help me * use basic expressions and phrases, e.g. introduce myself or another person, * ask and answer questions on familiar topics e.g. ‘Where do you live?’. | I can :   * write a short simple message as an email or note, including the time, date and place. * fill in forms with personal details, e.g. name, address and telephone number. |
| *A2* | I can:   * communicate in simple Welsh on familiar topics. * contribute to very short social conversations, even though I can’t, usually, keep the conversation going myself. * use a series of phrases to describe and answer questions on my family and other people, the weather. * convey instructions or very simple telephone messages. | I can:   * write short simple notes and messages, connecting together simple phrases with simple connecting words such as 'and', 'but' and 'because'. * write a very simple letter or email, e.g. thanking someone for doing something. |
| *B1* | I can:   * take advantage of a range of simple language to deal with most situations which are likely to arise in my work. * understand the general meaning of emails and letters on topics of personal interest, as well as theoretical letters within the context of my work. * enter unprepared into conversation on topics that are familiar, e.g. family, hobbies, work, travel and current events. * offer advice on simple matters to clients within the context of my work. * describe experiences and events, hopes and ambitions. * give reasons and explanations for my opinions and plans concisely | I can:   * take fairly accurate notes in meetings or seminars where the subject is familiar and foreseeable. * write letters or emails to describe events, experiences and impressions * write memoranda or informal emails to convey information. |
| *B2* | I can :   * listen to, understand and contribute to discussions in meetings and seminars. * take an active part in discussion in familiar contexts. * clearly express an opinion. * present clear, detailed descriptions on a wide range of subjects related to work * expand and support ideas with supplementary points and relevant examples. * explain a viewpoint on a topical issue giving the advantages and disadvantages of various options. * give a clear presentation on familiar topics. | I can:   * write short pieces of business correspondence, as a letter or email, on a wide range of topics related to my work or my field of interest, and this in standard Welsh without using a template (but using a spellchecker, dictionary, technical resources etc. when necessary). * take notes or write reports, passing on information or giving reasons in support or against a particular point of view. |
| *C1* | I can :   * express myself fluently and unprompted. * use language flexibly and effectively for social and professional purposes, and contribute confidently to meetings and oral presentations. * formulate ideas and opinions, and ensure that my contributions are relevant to others. * respond appropriately to different cultural and social situations. * present clear detailed descriptions of complex subjects, integrating sub-themes, developing particular points, and rounding off with an appropriate conclusion. | I can:   * write clear well-structured texts, expressing points of view at some length. * write detailed explanations of complex subjects in the form of email, letter, essay or report, underlining the salient issues. * write different types of texts in styles that are appropriate to the reader in mind. |