

Communications and Events Assistant

Key Information

Reporting To	Communications Manager
Contract	Full time, permanent (Job-share considered)
Salary	£24,242 - £27,388 (pro rata)
Location	A combination of office (Cardiff) and home-based working with at least 50% of the week spent in the office or 'on location' (at events etc).
Closing Date	13 January 2025

Overview of Role

We are looking for an enthusiastic individual to take on an exciting and challenging communications and marketing role in the further education and work-based learning sector.

Working closely with Policy and Public Affairs colleagues and reporting to the Communications Manager, the successful candidate will be responsible for maintaining and developing largely digital marketing platforms to promote the benefits of post compulsory education and training, and to clearly communicate the organisation's key messages to both our internal and external stakeholders.

The successful candidate will support ColegauCymru colleagues to advance our brand identity, broaden awareness of the ColegauCymru purpose, activities, and priorities. The role will also include supporting colleagues with the delivery and administration of our annual programme of events. We're looking for a candidate with a can-do attitude, with good attention to detail, who is solutions focused.

This is hybrid role and will require the successful candidate to work from the ColegauCymru offices in Cardiff and at various college and sector locations, so the ability to commute is essential. Willingness to travel across Wales, within the UK and occasionally internationally, and work outside of normal working hours may also be required.

Main Duties

- Assist in the development and delivery of effective bilingual communications initiatives across mainly online platforms (including website, social media, email) to inform internal and external stakeholders.
- Work with ColegauCymru colleagues and external partners to create and facilitate effective communications and events, and to monitor success accordingly.
- Ensure that all ColegauCymru digital platforms are regularly updated, maintained and developed, continually reviewing and improving user experience.
- Support colleagues to make effective use of the ColegauCymru brand and associated guidelines by producing high quality digital materials.
- Support ColegauCymru with organising events in colleges and other locations as appropriate. This will include support for specific and ongoing projects, as well as supporting with ad hoc events as required.
- Support the Communications Manager to maintain and build the ColegauCymru digital presence and reputation, including managing a library of reusable content.
- Using evaluation tools, report on performance and engagement of various ColegauCymru digital platforms.
- Produce and maintain bilingual ColegauCymru internal and external communications, including websites, social media, marketing materials, publications, newsletters, invitations, advertisements, and annual reports.
- Monitor online and traditional media coverage.
- Assist with the production and marketing of ColegauCymru events, webinars, podcasts and other initiatives as required.
- Suggest innovative approaches to communications and events that challenge traditional practices and ways of doing things.
- Any other related tasks as directed by the Communications Manager.

Welsh Language Requirements

ColegauCymru is a proudly bilingual organisation and Welsh language skills are considered an asset to the organisation. We acknowledge the importance of developing and growing a bilingual workforce and encourage and support staff to learn, develop and use their Welsh language skills in the workplace.

Welsh language skills are desirable but not essential to this role. Applicants are welcome to contact ColegauCymru to discuss this requirement. We welcome applications in Welsh or in English.

Person Specification

Essential Criteria
Qualification in relevant subject area and/or relevant professional experience.
GCSE English and Maths Grade C or above.
An understanding of integrated digital communication campaigns.
Excellent writing and editing skills with an emphasis on developing accessible copy, ideally for digital channels, as well as an attention to detail and proof-reading content.
An understanding and passion for developing and delivering creative digital communications and social media activity and for editing websites.
Ability to work collaboratively as part of a team and to support colleagues with their work.
Ability to work under pressure, to tight deadlines and prioritise own workload. This must include the ability to complete tasks to agreed budgets, within timeframes and standards set.
A commitment to the purpose and values of the further education and to playing a part in the success of the sector.
Demonstrate a sound understanding of technology relevant to the work and identify and select the most appropriate technology for assigned tasks, including the MS Office package including MS Teams, Zoom, as well as social media platforms.
Ability to deal with internal and external stakeholders.
A positive and practical approach to problem solving.
Desirable Criteria
Knowledge of Google Analytics and/or other tools to monitor website and social media traffic, produce reports and improve online performance.
Welsh language skills
A UK driving licence

Application Process

Please send a CV which demonstrates how you meet the Person Specification, along with a short covering letter that addresses the questions below. The answer to each question must not exceed 200 words.

1. What skills do you think a communications assistant needs to be successful?
2. Describe the top five points you would consider if you were organising a face to face event.
3. What are the key things you would consider for organising an online meeting?
4. Why do you think attention to detail is an important part of this role?
5. What is your proudest achievement, and what role did you play in making it a success (this could be in a personal or professional capacity)?

Equality and Diversity

We ask that you complete our Equality and Diversity Form when you apply. This is voluntary, and anonymous, but helps us to ensure that we are being inclusive in our recruitment.

Closing Date

Applications should be submitted by email to HR@colegaucymru.ac.uk no later than **12.00pm on 13 January 2025**.

Interviews

Interviews will be held on **21 January 2025**, in person. If you have any queries, please email HR@coleguacymru.ac.uk

DBS Disclosure Check

Please note that the successful candidate may be subject to a DBS check.