

## Job Description

<b>Job title</b>	Communications Officer
<b>Reports to</b>	Head of Communications
<b>Location</b>	Cardiff
<b>Payband</b>	2

<b>Job description</b>
<b>Job Purpose</b>
<p>Accountable to the Head of Communications for the development and dissemination of internal and external communications.</p> <ul style="list-style-type: none"> <li>• Support the promotion of AGW and Audit Wales corporate objectives and messages through a variety of events and through PR, digital media and marketing activities.</li> <li>• Advise and assist with enquiries about our work from our key stakeholders.</li> <li>• Assist the Digital Communications Officer in publishing and managing content on the Audit Wales corporate website and Intranet.</li> <li>• Provide a video and editing service for internal and external communications.</li> <li>• Work flexibly as part of a multi-disciplinary team which encourages a culture of innovation.</li> <li>• Support the wider communications function, where necessary.</li> </ul>
<b>Main Duties</b>
<ul style="list-style-type: none"> <li>• Build effective relationships with journalists and ensure smooth running of all press office activities.</li> <li>• Create engaging content, such as blog posts, press releases, web copy, microsites and newsletters, tailoring language effectively according to the target audience and channel.</li> <li>• Coordinate and lead on the delivery of Audit Wales events such as the staff conference, stakeholder conferences and away days, ensuring the Audit Wales has a presence at key events, through exhibitions, workshops and speaking engagements.</li> <li>• Provide training and support to staff to encourage their use of new media for business purposes.</li> <li>• Advise and assist staff in best practice for driving traffic from social media platform to the Audit Wales website to further increase the impact of our work.</li> <li>• Take ownership of the social media policy and provide guidance and support to staff, as well as routine monitoring of corporate accounts to ensure compliance with it.</li> <li>• Monitor media coverage and take lead role in evaluation and analysis around the impact of our communications, using this intelligence to realise ways to maximise our impact.</li> <li>• Take ownership of the success of the Audit Wales contacts management system through regular reviews and monitoring of content.</li> <li>• Coordinate the editorial calendar and mechanics for communicating national reports, consultations and other announcements.</li> <li>• Provide support to GPX team in developing and delivering shared learning events.</li> </ul>

## Job description

### Key Results Areas

- Support brand and message consistency in line with Audit Wales brand guidelines.
- Coordinate production of Audit Wales content (internal and external) including press releases, web text, and newsletters
- Contribute to the development of the Audit Wales social media strategy and proactively identify and realise opportunities to maximise their use and effectiveness.
- Identify story opportunities to promote the work of the Audit Wales and increase engagement with stakeholders.
- Ensure that messages are targeted effectively to the different audiences and that they are delivered to the right people.
- To act as a role model for the values and behaviours of Audit Wales.

## General

### Our Values and behaviours

Our values and behaviours define the way we work and how we work together to achieve our goals. All our people are fully committed to demonstrating our values and behaviours, so we can work effectively with each other and make good decisions. They help us be the best we can be and ensures that we've got the right skills and experiences in the right place. Our values and behaviours are designed by staff to help increase the diversity of our workforce and developing a coaching culture to ensure thriving conditions for organisational success. We ask that the successful applicant contributes fully to nurture a positive culture and to help us grow by living our values and behaviours.

### Confidentiality and Information Security

The post holder must at all times be aware of the importance of maintaining confidentiality and security of information gained during the course of their duties. This will in many cases include access to personal information relating to service users. The post holder must treat all information, whether corporate or client in a discreet and confidential manner in accordance with the provisions of the Data Protection Act 1998 and organisational policy. Any breach of such confidentiality is considered a serious disciplinary offence, which is liable to dismissal and/or prosecution under current statutory legislation (Data Protection Act) and Audit Wales Disciplinary Policy.

### Equality

The Public Sector Equality Duty in Wales places a positive duty on public bodies to promote equality for people with protected characteristics, both as an employer and as a provider of public services. There are nine protected characteristics: age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex and sexual orientation. Audit Wales is committed to ensuring that no job applicant or employee receives less favourable treatment of any of the above grounds. To this end, the organisation has an Equality Policy and it is for each employee to contribute to its success.

### Health and Safety

All employees of the organisation have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. The post holder is required to co-operate with management to enable the organisation to meet its own legal duties and to report any hazardous situations or defective equipment. The post holder must adhere to the organisation's Risk Management, Health and Safety and associate policies.

## General

### Security Checks

All employees are subject to baseline security checks as part of their pre-employment check. These checks include proof of identity and qualifications. In addition, all staff in qualifying roles are subject to security vetting arrangements to CTC (counter terrorist check) security level.

### Dignity at Work

The organisation condemns all forms of bullying and harassment and is actively seeking to promote a workplace where employees are treated fairly and with dignity and respect without bias. All staff are requested to report any form of bullying and harassment to their Line Manager or to any Director of the organisation. Any inappropriate behaviour inside the workplace will not be tolerated and will be treated as a serious matter under Audit Wales Dignity at work policy.

### Welsh Language

We value the importance of the Welsh language in our work and aim to provide a bilingual service to everyone who wants to use it. We would therefore like to especially encourage applications from individuals that have Welsh language skills to help us meet this aim.

All job descriptions will detail whether the ability to speak Welsh is an essential or desirable requirement. If successful and you do not currently have Welsh language skills, we can support you in learning Welsh if you wish.

## Person Specification

### Requirement

### Essential or Desirable

#### 1. Qualifications

1.1 Educated to A-Level or equivalent with relevant Communications experience.

Essential

1.2 Educated to degree level.

Desirable

1.3 Chartered Institute of Public Relations (CIPR) qualification.

Desirable

#### 2. Skills and abilities

2.1 Effective management of media contacts and referring matters to the Head of Communications where appropriate, when dealing with queries from journalists, external officials and politicians' representatives.

Essential

2.2 Well-developed understanding of the Welsh public sector and the Audit Wales position within this environment.

Essential

2.3 Efficient time management and project management skills for organising events and promotional functions.

Essential

2.4 Excellent writing skills, including the use of plain English, for the drafting and production of clear accessible press releases, newsletters, articles and other internal and external documents.

Essential

2.5 Able to develop and maintain positive and professional working relationships with both Audit Wales staff and external contacts	Essential
2.6 A good communicator with an excellent command of English.	Essential
2.7 Juggle effectively competing demands on one's time.	Essential
<b>3. Experience</b>	
3.1 Experience of working in a communications and/or publications environment.	Essential
3.2 Experience of working in a bilingual environment.	Desirable
3.3 Experience of campaign planning and evaluation.	Essential
3.4 Experience of creating and publishing content on corporate websites with a focus on the latest web standards.	Essential
3.5 Experience of making on-going improvements to content and structure of websites via Content Management Systems (CMS).	Essential
3.6 Demonstrable experience of using social media as well as working knowledge of filming and editing in a PR environment.	Essential
<b>4. Personal attributes</b>	
4.1 Able to communicate key messages and information and conviction to meet the demands of a very diverse external audience.	Essential
4.2 Work productively with colleagues across Audit Wales to ensure that external communications are correct, consistent and timely.	Essential
4.3 Sufficient pace of work to ensure tasks are completed to agreed budget, timetable and quality standards.	Essential
4.4 Monitor, plan and control the use of promotional resources to ensure they are used in an economic, efficient and effective way.	Essential
4.5 Works with a degree of autonomy and minimal supervision and is responsible for prioritising own work load within a structured operational reporting plan, escalating issues to Head of Communications when appropriate.	Essential
4.6 Ability to think laterally and generate ideas for the positive promotion of Audit Wales.	Essential
<b>5. General</b>	
5.1 Self-aware and a role model for Audit Wales values and behaviours	Essential

5.2 Ability to work flexibly and if necessary outside of normal office hours.	Essential
5.3 An awareness and a commitment to equality and diversity.	Essential
5.4 An awareness and commitment to the arrangements for health and safety	Essential
5.5 Able to operate within Audit Wales House Style and guidance documents to ensure consistency in delivery of communications, referring to Head of Communications where appropriate.	Essential

<b>Welsh Language Skills</b>		
<b>Skill area</b>	<b>Essential</b>	<b>Desirable</b>
<b>Speaking &amp; Listening</b>	Greet others over the phone or in person with a simple Welsh greeting and sensitively forward a call to a Welsh speaker when appropriate	Hold simple conversations to introduce yourself and others over the phone or in person
<b>Reading</b>	Use translation software to get the grasp of simple correspondence with understanding of its limited capability	Read Welsh medium news articles, short reports and social media to develop knowledge in a field
<b>Writing</b>	Update documents and correspondence with Welsh dates and other generic terms	Write simple correspondence and social media content in Welsh with the assistance of Welsh spelling and grammar check