

Appointment of Digital Marketing & Communications Assistant Information Pack (Pack One)

December 2017

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19 December 2017

Dear Applicant

**DIGITAL MARKETING & COMMUNICATIONS ASSISTANT
Full-time Permanent Contract**

Thank you for your interest in the position of Digital Marketing & Communications Assistant at ColegauCymru / CollegesWales.

This information (pack one) contains:

- Background to the post
- Job Description - purpose and key responsibilities
- Person specification
- Key terms and conditions – summary (including salary)
- Information on how to apply

Application deadline

The deadline for receipt of applications is midday, 19 January 2018.

Please complete the application form via the link on the job vacancies page on our website (www.collegeswales.ac.uk). Applications must be submitted by email to HR@collegeswales.ac.uk. Further details on how to apply for the position can be found in this information pack and on our website.

Interviews

All applications will be acknowledged and shortlisted candidates will be informed by Wednesday 24 January 2018. Interviews will take place on 1 February 2018.

Thank you

Iestyn T Davies
Chief Executive, CollegesWales

POST: Digital Marketing & Communications Assistant
REPORTING TO: External Affairs Director

Main Purpose

- To assist in the development and delivery of effective communications initiatives across mainly online and offline (website and social media and print) platforms to inform internal and external stakeholders
- To promote the benefits of post compulsory education and training as well as the corporate aims and objectives of ColegauCymru and its trading subsidiary, Fforwm Services Limited
- To work with all ColegauCymru departments and appropriate external partners to create and facilitate an effective communication pathway, and to monitor success
- To ensure that all ColegauCymru websites and social media platforms are regularly maintained and developed
- To create and design bilingual digital content and monitor online and traditional media coverage

Main Duties

Corporate Brand

- To maintain and build ColegauCymru's digital presence and reputation
- To support staff to make effective use of ColegauCymru's digital marketing brand and guidelines
- To produce, sub-edit and distribute digital updates
- To support the development of digital brand materials

Communications

- To support the implementation of ColegauCymru's digital strategy to advance its brand identity and broaden awareness of ColegauCymru's purpose, activities and priorities via digital and offline communications including press, PR and social media
- To produce and maintain ColegauCymru's internal and external digital communication platforms, websites, marketing materials, publications, newsletters, invitations, flyers, advertisements and annual reports
- To write engaging copy for a diverse audience and across multiple channels
- To develop press releases, respond to media enquiries, source pictures, place stories, use initiative to stimulate interest and create new media opportunities
- To develop, manage, update and write content for website
- To maintain social media accounts
- To assist with the production of webinars

- To assist in the marketing and communications of ColegauCymru events
- To compile and circulate digital news summary reporting on usability, engagement and visibility

General responsibilities

- To maintain an interest in developments in the digital arena and identify new digital opportunities
- To work to agreed budgets with approved suppliers
- To comply with organisational policies
- Any other related tasks as directed by the External Affairs Director

Key Relationships

The Digital Marketing & Communications Assistant will establish good working relationships with ColegauCymru staff, representatives of its member colleges and key external stakeholders.

The post holder will be proactive in his/her own continuous professional development and demonstrate a flexible approach as set out in the terms and conditions of service.

Note: This Job Description is accurate as at the date shown below. In consultation with the post holder it may be varied to reflect changes in the job.

Person Specification

The skills and experience ColegauCymru is seeking to recruit are summarised as follows:

Method of assessment

A = Application

I = Interview

HR = HR records

R = Reference

Qualifications and Training

Qualification in relevant subject area and/or relevant professional experience	Essential	A, HR
GCSE first language Welsh Grade C or above and/or A level second language Welsh or equivalent work experience	Essential	A, HR, I
GCSE English and Maths Grade C or above	Essential	A, HR
Evidence of continuous professional development	Desirable	A, HR

Knowledge and Experience

Proven understanding of integrated digital communication campaigns	Essential	A, I, R
Excellent writing and editing skills with an emphasis on developing accessible copy, ideally for digital channels	Essential	A, I, R
Experience in developing and delivering creative digital communications and delivering social media activity	Essential	A, I, R
Proven experience of editing a website	Essential	A, I
Knowledge of Google Analytics and other tools to monitor website and social media traffic, produce reports and improve online performance	Desirable	A, I

Skills, Abilities and Attributes

Ability to work under pressure, to tight deadlines and prioritise own workload	Essential	A, I
Ability to complete tasks to agreed budgets, timeframes and standards	Essential	A, I
Demonstrates a sound understanding of technology relevant to the work and can identify and select the most appropriate technology for assigned tasks	Essential	A, I
Proactive in coming up with new ideas to build an organisation's reputation and an ability to see synergies between different areas of work	Essential	A, I

Committed to delivering organisational strategies and plans, and achieving key performance indicators	Essential	A, I
Identify and follow legislation, rules, policies and guidelines	Essential	
Personal Qualities		
Confident in dealing with external contacts	Essential	A, I
Creative and tenacious in solving problems	Essential	A, I, R
Behave in an honest, ethical and professional manner	Essential	A, I, R
Circumstances		
Willingness to travel across Wales and within the UK and work outside of normal working hours when required	Essential	I

Welsh Language Requirements

ColegauCymru acknowledges the importance of developing and growing its bilingual workforce, and welcomes applications for any post from candidates who demonstrate their capability to work in both English and Welsh.

The following list of language requirements represents an objective assessment of the Welsh language skills required to undertake the duties of this particular post.

Welsh Language Requirements	
Welsh language skills	Essential
Reading	Full understanding of all work related material
Speaking	Fluent
Understanding	Can understand all work-related conversations
Writing	Can prepare written material for all work-related matters

Key Terms and Conditions - Summary

1. **Contract**

The successful candidate will be offered a full-time, permanent contract of employment.

2. **Salary**

The post will be paid at £20,000 pro rata.

3. **Holiday entitlement**

The annual holiday entitlement is 28 days pro rata. In addition to this personal entitlement you are also entitled to leave on 8 public holidays plus extra concessionary days.

4. **Hours of work**

The full-time contracted hours are 37 hours per week excluding daily meal breaks. The working hours will be such to meet the needs of the post of the Digital & Marketing Communications Assistant. The post holder will be expected to attend meetings in the evening and at the weekend as required. A time off in lieu policy is in operation.

5. **Pensions entitlement**

ColegauCymru will make a monthly contribution into your pension plan scheme. If you do not currently contribute towards a pension scheme, you will automatically be enrolled into a workplace pension scheme.

6. **Notice period**

One month's notice will be required.

7. **Probation**

Three month's probationary period will apply to this post.

8. **Location**

The post will be based at Unit 7, Cae Gwyrdd, Greenmeadow Springs, Tongwynlais, Cardiff, CF15 7AB. The post will involve travel throughout Wales, the UK and internationally. The applicant will have a current valid driving licence and access to a car would be advantageous.

9. **Data Protection Act 1998**

ColegauCymru collects information about applicants and staff for administrative, health and safety reasons. Because of the Data Protection Act 1998, we need your consent and since we cannot operate effectively without processing information about you, we will need you to give your consent to process your application. If you do not give your consent, we will be unable to offer you a post and may withdraw any offer already made.

Completing your Application Form

Under Section 8 of the Asylum and Immigration Act 1996 all potential employees are required by law to provide documentary evidence to confirm their eligibility to work in the UK. If you are unable to produce the necessary evidence we are not permitted by law to consider your application.

The application form plays a most important part in our selection process. **Please do not send us your standard CV (curriculum vitae) as we will not consider it.** It is vital that you fill in the form as fully and accurately as possible. We will pay particular attention to how well your experience and skills fit the criteria of the **Person Specification**. You should, therefore, make clear how you match these criteria.

Please complete the application form via the link on the job vacancies page on our website (www.collegeswales.ac.uk). Applications must be submitted by email to HR@collegeswales.ac.uk. Further details on how to apply for the position can be found in the information pack and on our website.

References

References for the successful candidate will be contacted. You will need to provide names, addresses and, where possible, e-mail addresses of two referees not related to you. One should be your current or most recent employer and should be someone authorised to speak for the employer not just a colleague. If you currently work for a college we would expect the Principal to be a referee. Personal references are not acceptable.

Equal Opportunities Monitoring

ColegauCymru is working to improve its equal opportunities provision. You are asked to complete these sections of the application form which asks for details of gender, age, disability and ethnic origin. It helps us to monitor our progress on achieving equal opportunities and helps us to identify any gaps or inconsistencies so that we can correct them. This information is not used for short listing or interview purposes.

Disability

If, because of a disability, you need any help with completing your application form, please contact HR@collegeswales.ac.uk. If you are shortlisted, we will be happy to discuss with you any special arrangements that may help you at interview.

Successful applicants may be required to complete a Disclosure & Barring Service application. However, it is important to highlight that having a criminal conviction does not automatically prevent a candidate from receiving an offer of employment.