**CCDG Job Specification**

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| **Job Title**: | **Communications Officer** |
| Created on: | **February 2023** |
| Reports To: | **Marketing and Communications Manager** |
| Division/Dept/Location: | **TBC** |
| Overall Purpose of Role: | To support the development of a range of public relations, communications and public affairs activities in order to raise the profile of Careers Wales and its services, activities and achievements internally, within the media, as well as with key stakeholders.  |
| Education/Qualifications/Specific Training - essential | * Graduate or equivalent standard in a relevant discipline: communications, PR, journalism, or marketing.
* Must be able to demonstrate excellent communication skills (both written and oral) with proven experience in a relevant PR/communications role.
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| Education/Qualifications/Specific Training – desirable | * A relevant professional communications/PR qualification e.g., CIPR
* ICT Skills in relevant software packages.
* Welsh language skills (spoken & written).
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| Knowledge/Skills/Experience(\* = essential) | \*Ability to support the delivery of PR/comms strategies to meet company/organisational communications objectives. \*Experience in writing, editing, co-ordinating and publishing content across various channels including press, website, print, internal and online. \*Excellent oral, written and inter-personal communications skills that foster good relationships with colleagues, media outlets and partners\*Ability to produce internal communications content e.g. email, staff newsletters, announcements\*Experience of sourcing, developing and distributing case studies \*Ability to identify opportunities that raise the profile of Careers Wales \*Must have an excellent news sense and experience of generating a variety of news items including press releases, editorial, statements etc\*Must possess excellent copywriting skills across a range of news items, editorial and other content that can be adapted to suit a range of media and audiences.\*Ability to work under pressure within tight deadlines.\*Ability to use initiative, assimilate and analyse information quickly and accurately knowing when to refer appropriately to the line manager and others \*Understanding the issues and concepts of equality and diversity \*Understanding of the issues and concepts of working within a bilingual society and a commitment to support the Company’s Welsh Language Standards\*Ability to use media monitoring platforms and report on media coverage Ability to act as a spokesperson for Careers Wales Experience of handling reactive communications and ensuring statements are used in a timely way across a range of channels whilst maintaining the profile and reputation of Careers Wales. Experience of handling crisis communicationsExperience of building mutually beneficial relationships with Wales-wide journalists, correspondents and media outlets. Experience of drafting copy and content for key/high profile organisational publications such as annual reports.A good understanding of the Careers Sector. |
| Behavioural Traits | **Aptitudes**:* Creativity and innovation
* ability to work flexibly as an individual and as a team member
* decision-making
* influencing (negotiation, persuasion, motivation)
* flexibility
* planning
* capacity to learn and develop

**Personal Qualities:*** self-awareness
* empathy
* service orientation
* assertiveness
* achievement focus
* self-reliance
* embraces change
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| **Key Inputs** and Key Outcomes |  |
| Key Input 1To support the delivery of the company’s communication’s strategy by producing a range of content to raise the profile of CW amongst varied stakeholders and to position the organisation as an expert in career information, advice and guidance. | Key Outcomes 1* 1. The Marketing and Communications Manager and PR and Communications Co-ordinator are supported in developing content that aligns with PR/comms strategies.
	2. PR/comms activities are delivered and copywriting skills are used to generate a range of impactful communications that have effectively raised the profile of Careers Wales amongst stakeholders. Activities include, for example, press releases, press packs, editorial/copy, case studies, award submissions
	3. Internal communications are drafted and distributed via company Customer Relations Management platform (CRM).
	4. Copy for key organisational publications such as the annual report are proofed.
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| Key Input 2To co-ordinate relationships with the media at local, regional and national levels to ensure positive exposure of the organisation among the wider community and with its key stakeholders. | Key Outcomes 2* 1. The PR and Communications Co-ordinator is supported in building relationships with key Wales-wide media outlets. As a result regular positive media coverage is secured and negative coverage mitigated.
	2. Relevant journalists are identified.

 * 1. Media enquiries are handled effectively, with the relevant colleagues identified.
	2. Interviews with the media are arranged and internal spokespeople are supported.
	3. Opportunities to promote all aspects of the company’s work are pro-actively identified.
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| Key Input 3To support the delivery of our public affairs strategy and activities to raise the profile of Careers Wales amongst the Welsh political landscape. | Key Outcomes 3* 1. The Marketing and Communications Manager is supported in developing and delivering the PA strategy.
	2. The PR and Communications Co-ordinator is supported to deliver regular PA activities for Ministers/MSs that raise the profile of Careers Wales.
	3. Copy is drafted including letters, infographics and briefings.
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| Key Input 4To foster good relationships with colleagues and external agencies in order to progress PR/PA and comms activities. | Key Outcomes 4* 1. Opportunities for positive news coverage is identified and relevant colleagues are informed.
	2. Strong relationships are developed, maintained and utilised when appropriate.
	3. A bank of PR stories such as case studies, good news stories and testimonials is maintained and developed regularly.
	4. The company’s media database is managed, maintained and reported on as required.
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| Key Input 5To support with the design, procurement, production and co-ordination of high-quality communication/publicity materials and activities. | Key Outcomes 5* 1. The CW brand is promoted, and key messages are delivered consistently and in line with our Welsh language commitments. Equality of opportunity is promoted.
	2. Communications and publicity materials are produced to a high standard and quality. Relationships with the internal design team, external agencies and suppliers are maintained.
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| **Health and Safety Statement** | Every employee has a responsibility under the Health and Safety at Work Act to:* Comply with the Health and Safety Policy, the Health and Safety Management Plan and all company safe work practices
* Ensure the safety of themselves and others in the workplace
* Immediately report any unsafe condition, dangerous occurrence or injury to their line manager
* Ensure they are able to competently and safely perform any work they undertake
* Co-operate with the Company on all matters of health and safety
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| Child & Vulnerable Adult Protection Statement | The Company is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all its employees to show this commitment. |