

CHWARAE TEG

Job Title	MARKETING, PUBLIC RELATIONS & COMMUNICATIONS OFFICER
Dept/Location	Pan-Wales role – based in Cardiff
Reports to	Commercial Director

Purpose of the role

- To co-ordinate Chwarae Teg's public relations and marketing campaigns
- To gather, produce and disseminate information internally and externally.
- To co-ordinate membership information, web and intranet content
- To support the full range of Chwarae Teg's relationship management activities

Key Results Areas

- To deliver the day-to-day requirements of Chwarae Teg's marketing, public relations and communications strategy.
- To contribute to a range of promotional campaigns to promote Chwarae Teg activities
- To organise launches, conferences, exhibitions and any other presentational activities generated by Chwarae Teg on either a national, regional or project basis and to liaise with partners and stakeholders on joint promotional activities.
- To develop, co-ordinate, collate and regularly review printed and electronic information and advice provided to staff, members, stakeholders and the wider audience.
- To administer Chwarae Teg's member services provision ensuring high-quality, effective and efficient service.
- To be a point of contact for requests for information and PR enquiries, and support the generation of appropriate responses in conjunction with the Commercial Director.
- To maximise the use of ICT and the Chwarae Teg website in all aspects of marketing activity.

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- To be responsible for monitoring and measuring the impact of Chwarae Teg's press coverage and campaigns.
- To produce materials, documents and information in both written and electronic format.
- To develop and maintain up-to-date website and intranet content.
- To support the organisation's contract, tendering and bidding activities.
- To contribute to the maintenance of the organisation's contact management system and external relationship management activities.

Act as a role model, consistently demonstrating the organisation's values and beliefs ensuring that at all times duties are performed promoting equality of opportunity for all and excellence in customer service.

Undertake such other duties as may be required, within the range and scope of the role and commensurate with its grade.

Person Specification: Marketing, Public Relations & Communications Officer

Applicants must address the following criteria:

Experience

- Experience of planning and executing marketing/promotional campaigns.
- Experience of using a range of ICT packages and applications

Skills, Abilities and Knowledge

- Well developed communication skills both oral and written
- The ability to understand, assimilate and present information in a concise manner
- Proven creative writing skills
- Knowledge of marketing issues and techniques
- Ability to identify and implement opportunities for innovation
- Good presentational skills
- Experience of designing and producing a range of publicity materials for a variety of audiences.
- Strong IT skills, including the use of Microsoft Office software
- Working knowledge of websites, intranet and e marketing applications and techniques.

Desirable

- Well developed networking skills and knowledge of Wales-wide networks
- Understanding of gender equality issues

Personal Attributes

- Commitment to equality of opportunity
- Proven ability to use initiative, prioritise workload and to work independently as required.
- Excellent time manager and organiser.
- Proven ability to work to tight deadlines
- Creative and innovative.
- Team player
- Ability and willingness to travel.

Desirable

- Ability to communicate in Welsh verbally and in writing

Special conditions

There will be a requirement to attend some meetings and events out of office hours. The post holder will be expected to travel throughout Wales and occasionally across the UK and Europe, which may involve overnight stays.