

## JOB DESCRIPTION

<b>Job title</b>	<b>Stakeholder Engagement and Communications Executive</b>
<b>Department:</b>	Marketing and Communications
<b>Section:</b>	Strategy
<b>Responsible to:</b>	PR and Brand Manager
<b>Grade:</b>	6
<b>Location:</b>	Western Avenue, Cardiff
<b>Main purpose of Job:</b>	

This varied and exciting role will work closely with the PR and Brand Manager to actively develop and enhance relationships with our key external and internal stakeholders through a variety of online and face-to-face initiatives.

You will use a range of written and digital skills to help the team bring it all together to support and maintain our relationships with our stakeholders.

### Principal Duties and Responsibilities:

#### Stakeholder Relationships

- Support the delivery of WJEC stakeholder strategy and key corporate communications activity by developing, updating and maintaining a database of key stakeholders/influencers in Wales and England e.g. Welsh Government, Qualifications Wales, Regional Consortias, Unions etc.
- Keep up to date with changes and trends within our stakeholder/influencer groups e.g. new positions, interests, activities, to ensure we have relevant insight to inform our activities
- Identify / manage key stakeholder news and social media coverage and output on key themes
- Attend and coordinate attendance at stakeholder events and post live updates to our social media channels
- Support WJEC staff when speaking/presenting at stakeholder events/conferences e.g. providing support in creating presentations
- Maintain and update a schedule of engagement activities by WJEC with key stakeholders
- Support PR and Brand Manager and Head of Marketing & Communications to develop key messages, and ensure consistent use across channels and materials e.g. online, print etc
- Responsible for generating and collating content to support delivery of Key Stakeholder e-Newsletter, case studies, blogs, social media, media releases and targeted events / briefing sessions etc

#### Corporate Communications

- Create engaging and lively copy – to be adapted across various publications and channels e.g. social media, brochures, videos etc
- Source and generate material to be used across different platforms e.g. quotes, figures, case studies
- Produce creative and imaginative solutions to present material e.g. figures, infographics, statistical information

- Develop corporate templates and maintain a database of use e.g. presentation templates
- Coordinate the production of digital and print material e.g. fact sheets, corporate brochure
- Work with external designers to produce corporate materials e.g. brochure, video

### **Internal Communications**

- Support PR and Brand Manager in the delivery of internal communication campaigns, alongside the Executive Leadership Team (ELT) priorities e.g. internal Q&A sessions, corporate emails
- Work alongside PR and Brand Manager to create corporate messages on behalf of ELT
- Suggest solutions to internal communications priorities e.g. use of intranet, engagement initiatives etc
- Draft communications materials e.g. emails, invitations

### **Press and media relations**

- Work alongside the PR and Brand Manager as the first point of contact for press/media enquiries
- Draft initial press statements, seeking appropriate approval
- Maintain and update database of press statements
- Maintain and update database of press/media contacts
- Monitor media coverage for WJEC, CBAC and Eduqas and report on a quarterly basis
- Monitor social media activity of key journalists – keeping abreast of trends, interests etc.
- Be a primary contact for media and stakeholder enquiries

### **Feedback and Research**

- Provide support in the delivery of research projects as part of the WJEC Vision
- Develop and monitor feedback mechanisms to enable teachers, learners, parents etc to provide commentary on our services and products
- Produce monthly reports on feedback with recommendations

### **Other tasks**

- Support the Marketing and Communications team on shared campaigns e.g. concept development, content generation etc
- Evaluate competitor activity and work with the PR and Brand Manager to produce annual competitor analysis reports
- Keep up to date with and share best-practise with the rest of the team
- Deputise for PR and Brand Manager

## Person Specification

<b>Job title:</b>	Stakeholder Engagement and Communications Executive
<b>Department:</b>	Marketing and Communications

*Highly Desirable criteria are the optimum skills and experience the applicant will ideally have. Desirable criteria are those which would add value to the job if present, and also include potential for growth and development into the role.*

## Skills and Abilities

### Highly desirable:

- Copywriting skills for multiple channels/material
- Strong content creation abilities
- Ability to coordinate and deliver several projects simultaneously
- Attention to detail and deadline focused
- Ability to engage and communicate with internal and external stakeholders
- Interpersonal skills
- Ability to develop and maintain multiple databases – proactively updating, recognising business needs
- Ability to work through the medium of Welsh / Welsh language skills (both written and oral)

## Knowledge

### Highly desirable:

- Knowledge of the education landscape in Wales and England
- Basic understanding of the media in Wales and England
- Understanding of the political landscape in Wales and England
- Understanding of the importance of the Welsh Language

### Desirable

- A good understanding of social / digital marketing evolution and keeps up to date with industry trends, platforms, updates and changes in user behaviour.

## Experience

### Highly desirable:

- Experience of content and copywriting generation for multiple platforms
- Experience of producing material for multiple platforms to present material e.g. copy, figures, statistics
- Experience in coordinating and delivering communication campaigns
- Experience of producing material for multiple audiences and tailoring accordingly
- Practical experience of all mainstream social media platforms.

### Desirable:

- Relevant industry experience

## Training / Qualifications

### Highly desirable

- Graduate with degree in marketing or related subject

### Desirable:

- Relevant professional qualifications e.g. CIPR, CIM

## Other Requirements

### Highly desirable

- Ability to think both creatively and analytically
- A strategic thinker – with a strong can-do attitude and good organisational skills

Telerau ac Amodau Gwasanaeth		Terms and Conditions of Service	
<b>Teitl y Swydd:</b> <b>Job Title:</b>	Stakeholder Engagement and Communications Executive		
<b>Cyflog:</b> <b>Salary:</b>	£26,307.00 - £28,026.00	<b>Gradd:</b> <b>Grade:</b>	6
<b>Gwyliau Blynnyddol:</b>	25 Diwrnod y flwyddyn. Mae CBAC yn caniatáu 16 o ddyddiau statudol/ychwanegol o wyliau yn ogystal ar hyn o bryd.		
<b>Annual Leave:</b>	25 Days per annum. In addition, the WJEC currently allows 16 statutory / additional holidays		
<b>Pensiwn:</b>	Gweithredir darpariaeth y Ddeddf Bensiwn Llywodraeth Leol		
<b>Pension:</b>	The provision of the Local Government Superannuation Act apply		
<b>Math o Gytundeb:</b>		<b>Contract Type:</b>	
<input checked="" type="checkbox"/> Llawn-amser / Full Time <input type="checkbox"/> Rhan-amser / Part Time <input type="checkbox"/> Llawn-amser Tymor Cyfyngedig / Full Time Limited Term <input type="checkbox"/> Rhan-amser Tymor Cyfyngedig / Part Time Limited Term		<b>Nifer yr oriau yr wythnos</b> <b>No of hrs per week</b> <b>Diwedd y Tymor</b> <b>End of Term</b> <b>Diwedd y Tymor</b> / / <b>End of Term</b> <b>Nifer yr oriau yr wythnos</b> <b>No of hrs per week</b>	
<b>Dull Ymgeisio:</b>		<b>Method of Application:</b>	
Dylid anfon ffurflenni wedi'u llenwi ar e-bost at <a href="mailto:ad@cbac.co.uk">ad@cbac.co.uk</a> neu eu postio i'r Uned Adnoddau Dynol, CBAC, 245 Rhodfa'r Gorllewin, Caerdydd, CF5 2YX erbyn 12 Chwefror 2021			
Completed forms should be sent by email to <a href="mailto:hr@wjec.co.uk">hr@wjec.co.uk</a> or returned by post to the Human Resources Unit, WJEC, 245 Western Avenue, Cardiff CF5 2YX by 12 February 2021			