

JOB DESCRIPTION

Job title	Marketing and Communications Executive
Department:	Marketing & Communications
Section:	Chief Executive / Strategy
Responsible to:	PR and Brand Manager
Grade:	4
Location:	Western Avenue, Cardiff
Main purpose of Job:	

Assist the PR & Brand Manager with the organisation, delivery and evaluation of multi-channel marketing and communications activity to promote WJEC's range of products and services

Principal Duties and Responsibilities:

Events attendance

- Events – end to end management of the annual event, exhibition and conference schedule, including:
- Scoping – identifying relevant events for priority subjects
- Negotiating – negotiating discount and additional value from event contracts
- Stakeholder engagement – identify key colleagues across the business to attend or speak at each event
- Marketing materials preparation – collate, box up and dispatch marketing, promotional and product materials to each event
- Event logistics – Arrange for event kit (stand, screen, table, etc) to be delivered and collected from each event
- Event evaluation – collate evaluation forms from each attendee and produce a high level evaluation for each event – suggest areas for improvement

Marketing and Communications

- Assist team with delivery of activities to support our Marketing Strategy
- Assist team with producing marketing copy and content for a range of channels – including events brochures, postcards, and posters
- Assist PR & Brand Manager with media relations activity including media liaison, arranging Diary Markers for key events etc

- Assist, when required, with Welsh language proofing of output – including emails, and ads
- Assist Brand & PR manager with implementing Internal Communications activity – including writing / sourcing articles for the employee newsletter, internal events and employee initiatives.

Additional activities

- Assist with finance related tasks including raising purchase orders and ensuring invoices are paid.
- Stock management of promotional printed materials and/or online publications in line with marketing and communications plan
- Deputise for the Brand Manager when they are out of the office / on annual leave.
- To undertake any other duties that may reasonably be requested appropriate to the grade.

Person Specification

Job title: Marketing and Communications Executive

Department: Marketing & Communications / Strategy

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

- Written and oral fluency in Welsh and English
- Ability to communicate confidently with a wide range of people including senior managers, journalists and stakeholders.
- Good standard of copywriting and editing skills.
- Ability to work efficiently and to keep calm when under pressure
- Ability to get on well with colleagues.

Desirable

- Creativity in approach

Knowledge

Highly desirable

- Knowledge and understanding of marketing techniques and activities (including event management, and PR)
- Understanding of social media platforms.
- Knowledge of Welsh and UK-wide media.

Desirable

- Good understanding and knowledge of WJEC and willingness to learn.

Experience

Highly desirable

- Events management or co-ordination experience
- Writing copy in Welsh and English, for general promotional material.
- Managing projects / campaigns

Training / Qualifications

Highly desirable

- Minimum A level/BTEC or equivalent.

Desirable

- Graduate with degree in marketing or related subject
- Membership of the Chartered Institute of Marketing (CIM) / or CIPR

Other Requirements

Highly desirable

- Well organised
- Flexible approach to work
- Self-motivation, able to work effectively with minimal supervision.
- Reliable and punctual.

Telerau ac Amodau Gwasanaeth		Terms and Conditions of Service	
Teitl y Swydd: Job Title:	Marketing and Communications Executive		
Cylog: Salary:	£19,809 - £21,984	Gradd: Grade:	4
Gwyliau Blynnyddol:	25 Diwrnod y flwyddyn. Mae CBAC yn caniatáu 16 o ddyddiau statudol/ychwanegol o wyliau yn ogystal ar hyn o bryd.		
Annual Leave:	25 Days per annum. In addition, the WJEC currently allows 16 statutory / additional holidays		
Pensiwn:	Gweithredir darpariaeth y Ddeddf Bensiwn Llywodraeth Leol		
Pension:	The provision of the Local Government Superannuation Act apply		
Math o Gytundeb:	Contract Type:		
<input checked="" type="checkbox"/> Llawn-amser / Full Time			
<input type="checkbox"/> Rhan-amser / Part Time	Nifer yr oriau yr wythnos No of hrs per week		
<input type="checkbox"/> Llawn-amser Tymor Cyfyngedig / Full Time Limited Term	Diwedd y Tymor End of Term		
<input type="checkbox"/> Rhan-amser Tymor Cyfyngedig / Part Time Limited Term	Diwedd y Tymor End of Term		
	Nifer yr oriau yr wythnos No of hrs per week		36.5
Dull Ymgeisio:	Method of Application:		

Dylid anfon ffurflenni wedi'u llenwi ar e-bost at ad@cbac.co.uk neu eu postio i'r Uned Adnoddau Dynol, CBAC, 245 Rhodfa'r Gorllewin, Caerdydd, CF5 2YX erbyn **20 Mawrth 2019**.

Completed forms should be sent by email to hr@wjec.co.uk or returned by post to the Human Resources Unit, WJEC, 245 Western Avenue, Cardiff CF5 2YX by **20 March 2019**.