

POST TITLE:

***SOCIAL MEDIA AND COMMUNICATIONS
OFFICER***

***VACANCY REFERENCE NO:
21-22/01/05***

***CLOSING DATE:
12 NOON, 26TH JANUARY 2022***

JOB DESCRIPTION

Coleg Sir Gâr
Graig Campus
Sandy Road
Llanelli
Carmarthenshire
SA15 4DN
Tel : (01554) 748154
Fax : (01554) 748097

JOB DESCRIPTION

POST:	Social Media and Communications Officer
REF:	21-22/01/05
SALARY:	APT&C Conditions of Service Scale 5/6 £23,893 rising to £28,597 per annum
HOURS PER WEEK:	37 hours per week
WEEKS PER ANNUM:	52 weeks per annum
BASE CAMPUS:	Graig Campus
RESPONSIBLE TO:	Marketing and Recruitment Manager
COMMENCEMENT DATE:	To be confirmed pending satisfactory Disclosure and Barring Service (DBS) Certificate
TEMPORARY/PERMANENT:	Permanent

1. **INTRODUCTION**

The Board of Directors of Coleg Sir Gar and Coleg Ceredigion are committed to appointing the very best staff who achieve excellence in their work. Working to the values and behaviours that underpin the strategic plan and business of the institution, the College seeks staff that display creativity and innovation, whilst driving their own performance, and the performance of others, to provide the very best experience and service to learners.

The College wishes to employ a Social Media and Communications Officer, who will work as part of the Marketing Team to support the college's strategic plan and aim to meet or exceed recruitment targets across all markets.

2. **SPECIFIC RESPONSIBILITIES**

The Social Media and Communications Officer will be expected to:

- 2.1 play a key role in promoting Coleg Sir Gar and Coleg Ceredigion's reputation and raise its profile through multiple bilingual communication channels;
- 2.2 schedule the day-to day running of the college's social media accounts;
- 2.3 monitor and analyse data on all college social media channels (including organic and paid advertising campaigns), utilising analytics to evaluate impact and report to Director of Learner Recruitment, Progression and Partnerships on a fortnightly basis;
- 2.4 monitor media activity on a daily basis and respond accordingly to minimise risk;
- 2.5 work with the marketing team to support Faculties to develop social media channels, monitor quality, and ensure maximum output of information in line with college wide priorities.
- 2.6 contribute to communication plans that align with the overarching recruitment and marketing plan, proactively seeking feedback to ensure communication channel selection is effective in reaching the target audience;

- 2.7 write compelling and engaging copy in Welsh and English that can be multi purposed across all social media channels and optimised for web for a broad audience such as young people, parents/guardians and multiple industry sectors with a knowledge of SEO for web content;
- 2.8 work with the marketing team to ensure all written output is accurate and in line with agreed house style, and Welsh Language standards.
- 2.9 provide a variety of creative visual content for all digital platforms to engage target audiences in a timely manner to maximise impact;
- 2.10 establish and develop contact strategies for regular communication with college stakeholders, particularly 'keep warm' and customer journey of applicants;
- 2.11 proactively seek engagement and develop relationships, both internally and externally to maximise opportunities and obtain feedback;
- 2.12 act as a brand ambassador ensuring consistent messaging throughout all college communications;
- 2.13 maintain an up to date knowledge and share best practice of new and innovative digital marketing to reach all stakeholders;
- 2.14 ensure all digital marketing activity is compliant with legislation, such as GDPR, Welsh Language Standards and PECR;
- 2.15 work as part of the team, supporting the breadth of work of the marketing and front of house teams;
- 2.16 assist in the organisation of a range of promotional activities, including careers conventions, in-house faculty events, exhibitions, Higher Education Conventions and open evenings;
- 2.17 attend and support college open days/evenings and other promotional events;
- 2.18 undertake any other reasonable duties as requested by the Marketing Manager;
- 2.19 carry out any other duties as directed by the Principal/Chief Executive commensurate with the grade of the post at the initial place of work or other locations within the College.

3. GENERIC RESPONSIBILITIES

The Social Media and Communications Officer will be expected to:

- 3.1 ensure that appropriate steps are taken to:
 - implement College policies and procedures with respect to equal opportunities
 - adhere to approved disciplinary and grievance procedures
 - implement and monitor Health and Safety requirements
 - comply with the College's Financial Procedures;
- 3.2 work with the Marketing and Recruitment Manager and other team members to ensure that the department meets its aims and objectives, quality standards and performance targets, as detailed in the Strategic Plan;
- 3.3 work on site, to fulfill the specific responsibilities of the role;
- 3.4 travel to all seven campuses and any event locations is required, to ensure events and campaigns are effectively covered with a marketing online and social presence.

4. PERFORMANCE REQUIREMENTS

4.1 Pre-entry Qualifications and Experience

- Appropriate qualifications
- IT skills

4.2 Contacts and Relationships

- To report to the Marketing and Recruitment Manager
- To liaise with the staff in the Marketing Department
- To liaise with Faculties/tutors/support staff

5. **PERSON SPECIFICATION**

5.1 **Qualifications:**

Degree or equivalent industry experience relevant to the post	Essential
GCSEs Grades A*-C in Maths and English or equivalent	Essential

5.2 **Experience:**

Competence in the use of a range of IT Systems and packages including Microsoft Word and Excel	Essential
Relevant experience of Administration	Essential
Experience in using Social Media platforms	Essential
Analysing and Reporting Data	Essential
Writing customer focused content for multiple platforms	Essential
Building collaborative working relationships	Essential
An understanding of Further and Higher Education issues	Desirable

5.3 **Personal Attributes:**

Professional and confident approach	Essential
Excellent communicator with diplomacy and tact	Essential
Excellent time management and organisational skills	Essential
Attention to detail, proactive and able to use initiative	Essential
Ability to deal with politically sensitive issues	Essential
Excellent interpersonal skills	Essential
Excellent written and verbal communication skills	Essential
Creative solutions and ideas driven	Essential
Enthusiastic and positive approach	Essential
Proactive approach to teamwork	Essential
Able to travel between campuses	Essential
Flexible to work outside of normal contracted hours	Essential
Interest in photography, film, imagery and design	Essential

5.4 **Other:** A current driving license **Essential**

5.5 **Welsh Language:** Welsh Oracy (Listening/Speaking) **Level 2**
 Welsh Literacy (Writing/Reading) **Level 2**
 (See detailed Language Level Descriptors attached)

6. **NOTES**

- 6.1 As a condition of your employment, you may be required to undertake such other reasonable duties commensurate with your grade, as requested by the Principal.
- 6.2 This job description is valid as of 4th January 2022. It is the practice of the College to examine employees' job descriptions periodically and update them to ensure that they relate to the job being performed, or to incorporate whatever changes are agreed.
- 6.3 This job description is intended to define an outline of the broad requirements and not the total definition of the job.
- 6.4 As a requirement of your employment, you are required to be appraised as agreed within the College Appraisal Scheme.

Persons are welcome to apply for posts in Welsh and applications made in Welsh will not be treated less favourably than an application made in English

LANGUAGE LEVEL DESCRIPTORS

	LEVELS	ORACY	LITERACY		APPLICATION FORM
		Listening/Speaking	Writing	Reading	
Welsh essential	Level 4 High	<ul style="list-style-type: none"> ▪ CAN lead and contribute effectively to lectures/meetings and seminars/tutorials ▪ CAN handle complex or contentious issues with specialist knowledge. ▪ CAN understand idiomatic expressions and colloquialisms. ▪ CAN present a clear, smoothly flowing descriptions or argument 	<ul style="list-style-type: none"> ▪ CAN make full and accurate notes (inc. PowerPoint) and continue to participate in a lecture/meeting or seminar ▪ CAN write clear, smoothly flowing text in an appropriate style ▪ CAN write complex letters, reports or articles ▪ CAN write summaries and reviews on professional matters 	<ul style="list-style-type: none"> ▪ CAN understand correspondence expressed in non-standard language ▪ CAN understand reports and articles, including complex ideas expressed in complex language ▪ CAN read all forms of written language including specialised texts such as handbooks, course work, assessments, assignments and dissertation papers. 	Good
	Level 3 Intermediate	<ul style="list-style-type: none"> ▪ CAN contribute to lectures and meetings ▪ CAN argue for or against a case ▪ CAN take and pass on most messages ▪ CAN understand extended speech & lectures ▪ CAN follow complex lines of argument ▪ CAN interact with a degree of fluency and spontaneity that makes interaction with first language speakers possible. ▪ CAN present clear, detailed descriptions on a wide range of subjects 	<ul style="list-style-type: none"> ▪ CAN deal with all routine requests for information or services. ▪ CAN write clear, detailed text on a wide range of subjects related to his/her subject/interests. ▪ CAN write an essay or report, passing on information or giving reasons in support of or against a particular point of view. 	<ul style="list-style-type: none"> ▪ CAN understand most correspondence, reports and factual product literature ▪ CAN read articles/reports 	Good
	Level 2 Basic	<ul style="list-style-type: none"> ▪ CAN describe simple experiences and events ▪ CAN give simple opinions and plans ▪ CAN state simple requirements ▪ CAN ask/answer simple questions ▪ CAN offer simple advice to clients ▪ CAN understand main points of discussion ▪ CAN enter unprepared into conversation 	<ul style="list-style-type: none"> ▪ CAN make simple notes at a meeting or seminar where the subject matter is familiar and predictable. ▪ CAN write simple connected texts on familiar topics ▪ CAN exchange information on familiar topics and activities 	<ul style="list-style-type: none"> ▪ CAN understand non-routine letters and reports/articles ▪ CAN understand text that consist mainly of high frequency everyday work related language ▪ CAN understand simple short reports or product descriptions on familiar matters 	Fair
Welsh desirable	Level 1 Entry	<ul style="list-style-type: none"> ▪ CAN use and recognise simple phrases and sentences ▪ CAN handle very short interactive exchanges but not enough to keep the conversation going ▪ CAN take and pass on simple messages 	<ul style="list-style-type: none"> ▪ CAN write a simple routine request to a colleague ▪ CAN write a short note to a colleague ▪ CAN write short, simple notes and messages ▪ CAN fill in forms with simple details 	<ul style="list-style-type: none"> ▪ CAN understand and read very short, simple texts ▪ CAN find specific, predictable information in simple everyday material such as advertisements, prospectuses and timetables 	Poor
	Level 0	<ul style="list-style-type: none"> ▪ No Welsh language skills at all 	<ul style="list-style-type: none"> ▪ No Welsh language skills at all 	<ul style="list-style-type: none"> ▪ No Welsh language skills at all 	None

MAIN CONDITIONS OF SERVICE
ADMINISTRATIVE, PROFESSIONAL, TECHNICAL
AND CLERICAL STAFF (APT&C)

1.	Post Grade:	Appointments will be made to the initial point of the scale indicated in the Job Description. Employees receive an additional increment every April until the maximum point on the scale is reached.
2.	Payment of Salary:	Monthly by credit transfer into a bank or building society account.
3.	Leave Entitlement:	For a <u>full time</u> employee the basic leave entitlement is 28 days per annum, rising to 32 days after 5 years service. Eight statutory bank holidays, and five additional days which are fixed by the college. This entitlement is applied pro rata for part time employees. Holiday year September to August. Holiday entitlement for one holiday year cannot be taken in subsequent holiday years, in some exceptional cases up to 5 days (pro rata) may be rolled forward by agreement of the Principal. NB. All staff working term time only will be entitled to a pro rata payment in lieu of annual leave which will be taken outside of term time.
4.	Medical Assessment:	Your contract of employment will be subject to a satisfactory medical assessment. A medical examination will only be necessary if deemed advisable by the College Medical Advisor.
5.	DBS (Disclosure & Barring Service) Check:	Your contract of employment will be subject to a Disclosure & Barring Service (DBS) check (which may include spent convictions under the Rehabilitation of Offenders Act). Having a criminal record will not necessarily be a bar to obtaining a position within Coleg Sir Gâr, please refer to the Recruitment of Ex-Offenders Policy which is available on the Intranet or alternatively we will provide a copy on request. A copy of the DBS's Code of Practice can be downloaded at http://www.homeoffice.gov.uk or alternatively we will provide a copy on request.
6.	Pension:	You will automatically become a member of the Local Government Pension Scheme unless you choose otherwise. If you elect not to be a part of the scheme you must complete the appropriate opt out form available from the Dyfed Pension Fund. There will be a range of contribution rates between 5.5% & 7.5% dependent on your Full Time Salary for Pension purposes.
7.	Period of Notice:	One month.
8.	Probationary Period:	The appointment is subject to a term of probation of 6 months.
9.	Vehicle Insurance:	It is a condition of your employment that any motor vehicle insurance policy that you have, or covers your driving activities, for or in relation to the College expressly indicates that you are covered for Business Use.
10.	Smoking Policy:	Coleg Sir Gâr has a No Smoking Policy.
11.	Sickness Payment:	The sickness pay scheme provides allowances based on length of service, with a maximum of 6 months full pay and 6 months half pay after 3 completed years' service.
12.	Health & Safety:	<p>Coleg Sir Gâr accepts its obligations under the Health and Safety at Work Act 1974 for ensuring, so far as is reasonably practicable, the health, safety and welfare of all its employees.</p> <p>A further objective is to involve everybody at the workplace – management and employees – and to create an awareness of the importance of achieving high standards of health and safety.</p> <p>All employees must be aware of their duties to take care of their own health and safety and that of other persons who may be affected by their acts or omissions at work and to co-operate with College in meeting its statutory duties.</p> <p>The College has issued a general statement of health and safety policy which sets out the aims and objectives for improving health and safety at work.</p>
These are provisional terms & conditions and may be subject to change.		

POST: Social Media and Communications Officer

- ◆ Should you wish an acknowledgement of receipt of your application form, please complete the tear off slip below and return with a SAE.

- ◆ Please note that if you are shortlisted for interview the college will take up references prior to interview, unless a request not to do so is clearly made on the application form.

- ◆ If you have not received correspondence from the College March 2022 you may assume that you have not been considered to be a shortlisted candidate. The College does not notify unsuccessful candidates.

Name:

Address:

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I wish receipt of the enclosed application form to be acknowledged and I enclose a SAE.