



## JOB DESCRIPTION

<b>Job Title</b>	Communications Manager (Cymru) Ocean Regeneration & Pembrokeshire		
<b>Department</b>	Advocacy and Campaigns		
<b>Reports to</b>	Head of Communications WWF Cymru		
<b>Location</b>	This role has a UK based contract and as such, you must have the right to live and work in the UK. You'll be required to work at your contracted office which will be <b>Brunel House, 2 Fitzalan Road, Cardiff, CF24 0EB</b> and will need to be able to commute to this location.		
<b>Job Level</b>	4		
<b>Flexibility</b>	WWF-UK operates a hybrid working arrangement with a minimum of 20% of contracted hours collaborating in-person with colleagues each month, with the balance being worked from home. Additionally, we have a flexible working policy which can be used to consider individual requests to tailor working patterns, whilst continuing to meet the needs of the role, team and organisation.		
<b>Safeguarding Level</b>	Level 2 - Basic DBS check, 2x employment references & sign declarations		
<b>Hours</b>	35	<b>FTE</b>	1 3 years FTC
<b>Date</b>	<b>May 2024</b>		

### CONTEXT OF ROLE

WWF Cymru is the Welsh office of WWF-UK, with a team based in Cardiff that works with other UK colleagues to deliver WWF's strategic goals. Our Cymru team focuses on policy, advocacy, communications and growing support, working bilingually in Welsh and English in line with our Cynnig Cymraeg plan.

WWF Cymru is currently pursuing a multi-year work program to address the 'Triple Challenge' in Wales: how we tackle climate change, reverse the loss of nature, and transition to a sustainable food system.

With the creation of a new government payment scheme for agriculture, development of the Government's zero carbon plan and the Nature Positive Bill, the year ahead is a critical time for engaging politics and the public in Wales on this triple challenge.

Our communications and campaigning work is always bilingual in Welsh and English and focuses on growing public support alongside political engagement, which is key to supporting our advocacy in the UK and Wales.

## **MAIN PURPOSE AND SCOPE OF THE JOB**

The Communications Manager will deliver on project based national and local communications in relation to WWF Cymru's work on Regenerative Ocean Farming, as well as working with our Pembrokeshire Wholescapes programme team to provide communications delivery and expertise.

As part of a small communications team based in Cymru, you'll play a key role in raising the profile of both the Regenerative Ocean Farming and Pembrokeshire Wholescapes programmes, locally and nationally.

The role will report to the Head of Communications (Cymru) and work closely with the other Cymru comms and advocacy team members, the Seaweed Project Manager, the Pembrokeshire Wholescapes Programme Manager, as well as many other colleagues in both WWF Cymru and the rest of WWF-UK. Your role will also require you to manage relationships and communicate regularly with external stakeholders, and to manage contracts with external consultants.

## **KEY RESPONSIBILITIES AND ACCOUNTABILITIES**

- Developing and delivering communication plans with a particular focus on WWF's work with regenerative ocean farming and the Pembrokeshire Wholescapes Project
- Working closely with the Cymru communications team, the Seaweed project team and Pembrokeshire Wholescape Project Manager on content planning and development, creating and commissioning content and assets for social channels, e-comms, web pages and physical comms as necessary
- Writing strong public narratives, press releases, reactive statements and media briefings, developing case studies and filming/photo opportunities, sometimes acting as a broadcast spokesperson for your project areas
- Ensuring scientific data and information is presented in a public friendly and accessible way
- Managing relationships with contractors for commissioned work
- Establishing good working relationships with WWF UK communications teams and liaising regularly to work in an integrated way
- Providing advice and guidance internally on the Welsh context, culture and language in relation to seaweed, and Pembrokeshire
- Building productive working relationships with internal stakeholders relevant to your project areas of work in WWF Cymru, WWF-UK and further across the WWF network
- Developing relationships with key stakeholders and supporters in Wales and creating content and communications campaigns that will engage and inspire them to take action

## PERSON SPECIFICATION

### EXPERIENCE, QUALIFICATIONS & KNOWLEDGE

- Relevant experience in multi-channel communications
- A proven track record of developing and delivering on communications plans aimed at a variety of audiences
- Knowledge of the media landscape in Wales and an understanding of how journalists work .
- Experience of planning content for social media channels and understand how to use digital and social media tools to engage, mobilize and influence key audiences
- Experience of creating or commissioning inspiring content for the web and social media, and the ability to learn new digital skills quickly
- Experience of managing projects and commissioning content
- Good knowledge of Wales - its languages, institutions, political structures, culture, media, stakeholders and environment and experience of working in 3<sup>rd</sup> sector communications in Wales
- Fluent in Welsh and English
- Significant experience of working in a bilingual environment in Wales
- Experience of developing effective working partnerships with internal and external partners and stakeholders

### SKILLS AND COMPETENCIES

- Highly organised and flexible
- Uses initiative to drive delivery of projects with a range of colleagues and stakeholders
- Sharp written and spoken communication skills in Welsh and English and the ability to adapt complex messaging to inspire a range of audiences
- You will have an eye for a story and be able to seize opportunities for us to get our messages across
- Be able to inspire stakeholders and the public, taking complex issues and creating content that has impact
- Ability to act with pace to deliver projects to tight deadlines
- Drive and determination to make things happen quickly, bringing colleagues, supporters and stakeholders with you

### WWF-UK'S VALUES

WWF-UK's values are: Courage, Integrity, Respect, and Collaboration. These values should be embedded in your work and behaviour, and any associated policies and processes adopted consistently.

*WWF UK are committed to an inclusive and accessible recruitment process. As a Disability Confident Employer, we acknowledge that some candidates may require additional support to overcome barriers experienced during the application process. If you require any*

reasonable adjustments to support your application or interview, please reach out to the Talent Acquisition team via [recruitment@wwf.org.uk](mailto:recruitment@wwf.org.uk).

***This document sets out key responsibilities of the role and is not intended to be an exhaustive list of tasks and duties. We reserve the right, at our sole discretion, to reasonably vary the responsibilities from time to time depending on the needs of the organisation without changing the level of the role.***