



**Communications Officer
Wales**

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Contract: Permanent, part-time contract.

Hours: 21 Hours, 3 days per week.

Salary: £20,000 - £23,000

Location: Hybrid, anchored to the Cardiff Carers Trust office 1 day a week. Flexibility to work from other Carers Trust's offices around the UK when needed.

Why this role is pivotal to Carers Trust



This role is central to the successful delivery and promotion of the Short Breaks Fund (SBF) and Carers Support Fund (CSF) in Wales. Funded by Welsh Government, these programmes aim to improve access to short breaks and help alleviate financial pressures for unpaid carers across the country.

Working as part of the Wales team, the postholder will lead communications and marketing activity for both funds, ensuring carers' stories, programme impact and opportunities for support are effectively communicated across Wales. The role will play a key part in building awareness, engaging stakeholders and delivery partners, and showcasing the difference these programmes make to unpaid carers' lives.

The postholder will work closely with External Affairs colleagues in Wales and the UK-wide Communications and Marketing team to develop engaging digital content, media coverage, publications and social media activity. They will also coordinate learning and engagement events that bring together partners to share best practice and strengthen delivery across Wales.

Carers Trust is a UK charity working to transform the lives of unpaid carers through a network of local carer organisations. We support more than one million carers each year, including young carers and young adult carers, through practical, emotional and financial support.

In this role you will



- Lead communications and marketing activity for the Short Breaks Fund and Carers Support Fund in Wales.
- Create engaging written, visual and digital content that showcases the impact of both programmes.
- Coordinate social media content across Carers Trust Wales platforms.
- Develop case studies and storytelling content with carers and delivery partners.

In this role you will



Continued

- Work with external suppliers including photographers, designers, translators and videographers.
- Support media engagement at local, national and specialist press level.
- Oversee content management for a dedicated Short Breaks website.
- Coordinate learning, engagement and promotional events for stakeholders and partners.
- Support collaboration across Carers Trust Wales and the wider UK Communications and Marketing team.
- Help ensure all communications are accessible, bilingual where required, and aligned with organisational brand guidelines.

Main responsibilities

(not an exhaustive list)



- Lead on creating engaging content derived from short breaks funded by the Scheme and the delivery of the Carers Support Fund, including case studies in written, image and digital formats.
- Commission and coordinate external content creation including photography and short films where appropriate.
- Lead on publications and marketing materials for the Short Breaks Scheme, including smaller in-house design activities.
- Ensure compliance with evolving Short Breaks Scheme brand guidelines and Carers Trust house style.
- Oversee content management for the dedicated Short Breaks website.
- Secure local and national media coverage for stories related to the Short Breaks Scheme and Carers Support Fund.
- Work with unpaid carers, delivery partners and Carers Trust colleagues to develop compelling media stories and opinion pieces.
- Lead the management of learning and promotional events related to both programmes.

Main responsibilities

Continued



- Coordinate engaging social media content across Carers Trust Wales platforms.
- Support wider Wales team communications activity to promote positive outcomes for unpaid carers.
- Collaborate across Carers Trust to support collective problem-solving and effective programme delivery.
- Act as an ambassador for Carers Trust and contribute positively to the organisation's profile and stakeholder relationships.
- Support effective management of reputational risk associated with partnerships and public-facing activity.
- Maintain commitment to safeguarding and promoting the welfare of vulnerable adults and children.

Our ideal candidate



If you meet most (but not all) of the below criteria, we still encourage you to apply.

We are looking for someone with:

- Experience securing coverage across local and/or national media.
- Experience project managing communications materials from concept to delivery.
- Experience managing external suppliers including designers, photographers, translators and printers.
- Experience managing website content and digital platforms.
- Experience working within corporate brand guidelines.
- Strong copywriting skills with the ability to create engaging content for print and digital channels.
- Exceptional written and verbal communication skills, with excellent attention to detail.
- Strong proofreading and editing skills.
- Ability to manage bilingual communications outputs in Welsh and English.
- Strong organisational skills and the ability to manage competing priorities and multiple stakeholders.
- Strong interpersonal skills and a proactive, collaborative approach.
- Good working knowledge of digital content and design tools including Adobe InDesign, Photoshop, video editing software, CMS platforms and email marketing systems such as dotMailer.
- Knowledge of bilingual communications requirements in Wales.
- Understanding of accessible communications and website accessibility requirements.
- Understanding of confidentiality, consent and managing sensitive information including carers' stories and case studies.
- Understanding of the needs of unpaid carers and the importance of short breaks.

It would also be beneficial if you have:

- Experience of event management.
- Experience of working with third sector organisations in Wales.
- Welsh language skills, including the ability to draft, edit and proofread Welsh-language copy.
- Knowledge of the communications needs of third sector organisations in Wales.

Our ideal candidate



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Behaviours & Values

At Carers Trust, our values shape everything we do.

We are Trusted

We build genuine relationships with unpaid carers, partners and supporters. We work collaboratively, act with integrity and value everyone's contribution.

We are Inclusive

We listen to and learn from a diverse range of experiences to help shape services that are accessible and inclusive for all carers.

We are Courageous

We speak up, challenge injustice and work together to create meaningful change for unpaid carers.

We are looking for someone who demonstrates:

- Commitment to equity, inclusion, anti-racism and social justice.
- A collaborative and generous approach to shared problem-solving.
- Curiosity, reflection and openness to innovation.
- The ability to work at pace, respond flexibly and balance multiple priorities and stakeholder needs.

How to apply



Applications are to be submitted through the Carers Trust recruitment portal, please upload your CV and a supporting statement setting out how your skills and experience match the criteria for this role.

We are happy to accommodate any adjustments you may have and will share all interview questions in advance as part of our commitment to inclusive hiring.

For an informal conversation or any questions about the role please contact recruitment@carers.org

- **Application deadline:** Monday 27 July 2026
- **Expected interview date:** 03-04 August 2026

