



Climate Cymru Digital Communications Coordinator

JOB DESCRIPTION

Employed by:	Welsh Centre for International Affairs (WCIA)
Responsible to:	Climate Cymru Manager
Salary and pension:	£29,830 pro rata (Band C) Automatic enrolment into our pension scheme and the WCIA will match your contribution up to a maximum of 5% of your gross salary (minimum 4%)
Employment terms:	A eight-month contract, with a strong possibility of an option to extend hours per week (a number of funding applications submitted & awaiting news) and ongoing beyond
Base:	Remote working (with the option for office or hybrid work at WCIA, Temple of Peace, Cardiff).
Hours:	2 days a week (14.8 hours). Actual weekly hours may vary which will be managed through our TOIL and flexible working policies. We are actively seeking and waiting for news on extra funds, which, if successful, could present an option for additional hours.
Leave allowance:	36 days, including bank holidays, pro rata.
Travel:	If required to travel for work, expenses will be provided.

About Climate Cymru

Climate Cymru (<https://climate.cymru/>) is a movement of thousands of individuals, and a diverse network of over 350 organisations from all sectors in Wales - universities, businesses, charities, faith groups, institutions, community groups, social enterprises, and unions. We recognise that the climate and nature emergencies require urgent, fair action. We believe that action should be guided by science and the voices of people across Wales.

Climate Cymru is hosted by the Welsh Centre for International Affairs (WCIA) on behalf of the network. WCIA is a charity that inspires people in Wales to learn about and take action on global issues. WCIA's vision is that everyone in Wales contributes to creating a fairer and more peaceful world.

Climate Cymru is an effective, and powerful vehicle for change in Welsh society. We are genuinely committed to making a transformational impact. We instigate change by:

- Putting pressure on those with power to take concrete action
- Engaging productively with Welsh Government
- Making sure voices from across Wales are heard and represented
- Inspiring and connecting our network
- Amplifying and accelerating our partners' work
- Sharing important information and opportunities with our network and the wider public
- Learning from society in Wales, and beyond
- Building broad public support for action
- Representing Welsh voices and organisations nationally and internationally

Climate Cymru is growing, has a number of very exciting prospects for projects on the horizon, and is looking for changemakers who are keen to be a central part of building an organisation and movement to transform Welsh society.

Summary of Role

Climate Cymru currently has a small core team, and a huge network. Communications is an important part of Climate Cymru's activities.

The Digital Communications Coordinator will work closely with Campaign Coordinators in the core team to deliver key messages and engaging content for a range of **high-impact campaigns** that Climate Cymru is running, and to help inspire and support our wider network's involvement. This will include collaborating with campaign coordinators on key messages, and creating and delivering engaging content, both for our own platforms, and for templates that can be used to unlock engagement from our extensive network.

In addition to general Climate Cymru communications, there is currently one funded campaign that directly contributes to the role:

- [o Warm this Winter Wales](#)

We are waiting on funding for a number of other projects which will also open up additional hours / communications staff capacity in Climate Cymru core team:

- [o Race to Zero Cymru](#)
- [o Nature Positive Wales](#)
- [o Great Big Green Week Wales 2024](#)
- [o Climate Cymru Green Tour 2024](#)
- [o Climate Cymru Creatives \(not public yet\)](#)

The Digital Communications Coordinator will manage the **communications channels** for Climate Cymru (Instagram, Twitter, Facebook, Tik-Tok, LinkedIn, and mailchimp). This will include showcasing, amplifying and celebrating great work being done by partners within our network, immediate responses to topical climate, nature and justice issues, as well as landing core messages that are integral to Climate Cymru itself.

The Communications Coordinator will be required to help create, oversee and deliver the **communication strategies for the various projects they are involved with** – with the support of project team members and volunteers. A successful comms strategy will effectively inspire, engage and amplify the wider network.

Specific responsibilities for this role include:

- 1. Managing the Climate Cymru social media accounts:**
 - Coordinate, create and post engaging content for Climate Cymru's active Twitter, Facebook, Instagram, Youtube, LinkedIn and Tik Tok accounts.
 - Potentially set up and run a Mastadon and Threads account alongside these, if deemed valuable.
- 2. Graphics, image and video content**

- Making suitable, on-brand digital graphics using brand toolkits
- Managing, and using, an archive of good quality image and video content.

3. Mailchimp, blogs & website

- Create and coordinate good quality, engaging copy and content for newsletters & blogs
- Making basic content updates to an established wordpress website

4. Communications for key Climate Cymru campaigns, events & initiatives

- Work closely with the coordinators, to strategise for, and deliver, digital communication content to support the campaign objectives for the following high-impact projects:
 - [Warm this Winter Wales](#)
 - [Race to Zero Cymru](#)

5. Collaborate, amplify, promote and unlock the potential of the Climate Cymru network

- Running the communications channels for Climate Cymru gives a unique, birds-eye view of climate and nature action in Wales. Use this oversight to accelerate, catalyse and inform climate and nature action in Wales by making connections, highlighting opportunities and raising awareness of important issues.
- Cultivate positive working relationships with the Climate Cymru network communication teams.
- Actively amplify worthwhile events, initiatives & campaigns from the network.

6. Mobilise the network at key moments

- Inspire and facilitate wide Climate Cymru network communications engagement at key moments, this usually involves creating basic communications packs, template posts with graphics, template emails for partner newsletters, etc.

7. Ensure bilingual output

- Ensure all external communication from Climate Cymru is bilingual in English and Welsh by working with our in-house translator.

8. Press & media

- This is a small part of the current workload, but our longer-term goal is to work with a network of connections of local, regional and national level journalists to support our communications work.

9. To undertake other relevant duties as delegated by the Climate Cymru manager.

Person Specification

Applicants must demonstrate the following attributes by linking them with relevant experiences and achievements in the job application statement.

Essential requirements

The successful candidate will be able to:

- Demonstrate an understanding of, and commitment to, Climate Cymru's mission and WCIA's mission and vision.
- Demonstrate a deep commitment to action for climate, nature, and a drive to be a part of transforming our society for the better.
- Treat people fairly, with dignity and respect, and be able to encourage people from all backgrounds to get involved in Climate Cymru's work, including those that have had fewer opportunities to engage in the past.
- Good writing, proof-reading and copy-editing skills.
- Engaging & compelling social media management
- Capability to communicate in a targeted and empathetic way
- General ICT literacy and competence
- Ability to create a variety of engaging content.
- Good people and collaboration skills.

Desirable attributes

- Able to speak and write in Welsh fluently.
- Working on communications, or public engagement, on campaigns
- Experience with specialised content creation – for example, video editing, graphic design, website design
- Experience working closely with press & media, particularly within Wales.
- Experience creating, refining and implementing effective communications strategies/plans.
- Broad knowledge of issues connected to Climate Cymru's work. For example, climate and nature crises, climate justice, interconnected social justice issues, community climate action and climate solutions.
- Having an established network and connections within Welsh society that is relevant and useful to Climate Cymru's work.

Application Process

- All applicants must complete the official WCIA Application for Employment form, available at <https://www.wcia.org.uk/get-involved/vacancies/> **Please provide all relevant information on the application form as we will not consider CVs or cover letters as part of the application.**

- All applicants should complete the Equal Opportunities form. Please note that these are separated from your application form upon receipt and not shared with the shortlisting or interview panel.
- Please submit your application by email to centre@wcia.org.uk. Please get in touch if you have any access requirements in order to apply.
- The deadline for receipt of applications is **9am 31st August 2023**. We will send an email acknowledgment to all applicants. If you do not receive an acknowledgment before the deadline, please contact us. We cannot be held responsible for applications that do not reach us, or that arrive after the deadline. NOTE: Over the holiday season, some of our staff will be on leave, so responses and confirmations will not be as prompt as usual.
- If you are shortlisted for an interview, we will contact you directly. Interviews will take place as soon as possible after the deadline. We will communicate with shortlisted candidates at an agreeable time for all involved.
- No references will be taken up until a provisional offer of employment has been made.
- Unsuccessful applicants will be informed by email.