Digital Content Creator and Social Media Coordinator

JOB DESCRIPTION

Employed by:	Welsh Centre for International Affairs (WCIA)
Responsible to:	Storytelling, press and digital content manager
Salary and pension:	£31,321 pro rata 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 & hours:	2 days per week (14.8 hours) on a 1-year fixed-term contract. Actual weekly hours may vary, which will be managed through our TOIL and flexible working policies.
Base:	Remote working (with the option for office or hybrid work at WCIA, Temple of Peace, Cardiff).
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 network of over 380 organisations from all sectors in Wales, brought together by shared values and a recognition 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). 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 impact-focused and a powerful vehicle for change in Welsh society. We do this by:

- Putting pressure on those with power to take concrete action
- Engaging productively with the 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

About Imagine Action

Imagine Action is a project born out of a shared concern about an escalating culture war, increasing polarisation in society and the need to adapt to a much more distributed, evolving information ecosystem.

Imagine Action helps communities across Wales redefine public narratives, inspire climate action, reduce social polarisation, and counter misinformation. It reframes climate action from a false narrative of sacrifice to one of collective opportunity, presenting locally relevant, values-driven stories rooted in fairness, unity, and community well-being.

The concept was co-created over 2 year period by the Climate Cymru movement and the voices of communities around Wales. The work is based on cutting edge communications principles as well as the latest narrative and social change research. A pilot project designed a set of tools that makes cutting-edge narrative and communications principles easy to use. Imagine Action will upskill and train groups, organisations and networks around Wales to use these tools to tell their stories in a compelling, human and relatable way.

The initiative connects grassroots voices with decision-makers, amplifying local stories and strategically placing stories to drive change and redefine public and political narratives. Partnerships with the network of 380 organisations, artists, researchers, and changemakers enhance the reach and resonance of these stories, embedding them within broader cultural and political frameworks. A webinar from the pilot that outlines the Imagine Action Tools is

viewable here and examples of some of the ways the tools can be used are explained in this video.

Imagine Action is funded by the National Lottery Community Fund.

Summary of Role

The Digital Content Creator and Social Media Coordinator will play a key role in delivering the Imagine Action project. They will use the Imagine Action Tools and their skills to create compelling content to inspire change in support of Climate Cymru initiatives and the aims of the Imagine Action project. The role involves producing high-quality bilingual content for social media, newsletters, websites, press and other channels and supporting both the Imagine Action and wider Climate Cymru team with social media strategy and scheduling.

Specific responsibilities for this role include:

Content Creation

- Produce and repackage high-quality, bilingual (Welsh and English) content for Climate Cymru's social media channels, newsletters, website, press releases, and other communications platforms.
- Use the Imagine Action Tools to create compelling narratives and storytelling materials that amplify community voices and inspire action.
- Coordinating the social media content schedule in an exciting and fast paced environment.
- Ensure all content reflects Climate Cymru's mission and key messages, and uses the Imagine Action project's narrative principles.

Social Media and Digital Engagement

- Support the management and update of Climate Cymru's social media channels with engaging, values-driven content that connects with diverse audiences across Wales and inspires action.
- Track and analyse engagement metrics to inform and refine social media strategies, ensuring maximum reach and impact.
- Use digital tools and platforms to share Imagine Action stories widely, encouraging public dialogue and participation.
- Supporting the capacity of CC staff and partners through knowledge sharing initiatives like social media training opportunities.
- Design shared infrastructure, tools, and workflows to enable efficiency and scale.
- Coordinate digital marketing plan.
- Test and scale new storytelling tactics to broaden audience reach and influence.

Partnership and Community Support

- Work closely with the Head of Communications and Narrative Change to identify and amplify powerful community stories that reflect the values and objectives of the Imagine Action project.
- Provide guidance and support to partners and community groups in using the Imagine Action tools to craft and tell their stories effectively.
- Map and strengthen digital content production capacity across the CC partner network.

Monitoring, Evaluation, and Reporting

- Track and document the reach and impact of storytelling content, contributing to regular reports for the Head of Climate Cymru and funders.
- Use feedback from stakeholders and audiences to adapt and improve content strategies.

Collaboration and Teamwork

- Work in close collaboration with team members to ensure seamless integration of storytelling efforts across the Imagine Action project.
- Participate in team meetings and contribute to the ongoing development of Climate Cymru.

Other Responsibilities

- Support Climate Cymru and the Imagine Action media work.
- Represent Climate Cymru and the Imagine Action project at events, workshops, and training sessions as required.
- Undertake additional duties that contribute to the success of Climate Cymru's initiatives as assigned by your line manager.

Person Specification

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

Essential requirements

1. Demonstrated understanding of, and commitment to, Climate Cymru's mission and WCIA's vision for a fairer, more peaceful world.
2. Demonstrated experience in creating compelling, impactful social media content across various platforms.
3. Strong digital storytelling skills, with the ability to research and craft narratives that resonate with a variety of audiences and inspire action.
4. A proven track record coordinating a social media plan and running social media campaigns across platforms including YouTube, Instagram, LinkedIn, TikTok and Facebook.
5. A good understanding of social media management systems like Buffer and Hootsuite.

6. Excellent written communication skills, including creating engaging copy and editing text for clarity, brevity, targeted communications and impact.
7. Experience repackaging content for multimedia outputs.
8. A good understanding of social media marketing, testing and scaling across a range of platforms.
9. Ability to work collaboratively with diverse stakeholders, including community groups, volunteers, and artists, to produce impactful content.
10. Proven ability to manage time effectively to meet deadlines across multiple projects and workstreams.
11. A commitment to diversity, equity, and inclusion, including experience supporting people from all backgrounds to get involved in collective work.
12. Basic understanding of bilingual (Welsh and English) content creation, with a willingness to work in both languages.

Desirable attributes

1. Fluency in Welsh, with the ability to create content in both Welsh and English.
2. Knowledge of issues related to climate action, nature crises, and social justice, with an understanding of the Welsh and UK cultural and political context.
3. Experience managing and updating websites, ideally using WordPress.
4. Experience producing high-quality multimedia packages for mainstream media outlets.
5. Basic data analytics and reporting skills.
6. Proven ability to create compelling newsletters.
7. Experience working with networks, grassroots groups, charities, or similar organisations.
8. Basic graphic design skills, with experience using tools such as Canva or Adobe Creative Suite.
9. Photography skills, including capturing and editing high-quality images for use across various platforms.
10. Videography and video editing skills, including the ability to produce and edit engaging video content.
11. Experience creating content tailored for press and media, including writing press releases, stories or media pitches.
12. Familiarity with narrative change frameworks, tools, or approaches, and experience applying them in communications work.
13. Experience and/or necessary capabilities to facilitate workshops or deliver training.
14. Existing connections relevant 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 **17th July 2025, 3pm.**
- We will send an email acknowledgement to all applicants. If you do not receive an acknowledgement before the deadline, please contact us. We cannot be held responsible for applications that do not reach us or that arrive after the deadline.
- 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.