



## Strategic Communications for Climate Cymru - Freelance Brief

<b>Host:</b>	Welsh Centre for International Affairs (legal hosts for Climate Cymru)
<b>Responsible to:</b>	Project lead for Cymru Together and Head of Communications & Narrative Change for Climate Cymru
<b>Employment terms:</b>	Freelance. Paid a day rate for a limited number of days.
<b>Base:</b>	Remote working. NB Attending occasional in-person strategy sessions and events will be a part of the role, most likely location for these will be in Cardiff.
<b>Remuneration:</b>	14 days at £300 per day. Possible additional hours.
<b>Deadline for applications:</b>	Monday, 5th January 2026, 11 am.
<b>Delivery period:</b>	Delivery will begin in January and run through to May 2026.
<b>Travel:</b>	If required to travel for work, expenses will be provided.

## About Climate Cymru

[Climate Cymru](#) is a movement of thousands of individuals and over 400 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), 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 Cymru Together

Cymru Together is a new collective initiative across Wales centred around shared values and positive solutions. It aims to demonstrate to decision-makers a broad and diverse social mandate for urgent, fair action to address climate, nature, and social issues, and bring to life the extent to which climate solutions can improve everyday life and lead us to a better future.

## Outline of the work

Working closely with the Cymru Together project lead and the Head of Communications & Narrative Change to help strategise and deliver key work for the Cymru Together initiative in a busy time for Climate Cymru. Specifically:

- **Develop a practical communications & media plan for Cymru Together:** ensuring close alignment with the current wider Climate Cymru communications plan.

- **Communications & media delivery:** Lead delivery of key aspects of the Cymru Together communications plan, including media work, maximising impact of a digital budget and working closely with partners to facilitate and maximise their involvement. Some graphical and social media work may be required (e.g. creating templates, helping design campaign materials), but this will not be a dominant part of the work.
- **Copywriting and strategic campaign design** – lead a collaborative process of key front-facing campaign text, including text for a microsite, open letter and potential e-action.
- **Campaign stunt and events:** Co-design and help deliver communications aspects of a campaign stunt and a collective event on April 22<sup>nd</sup>.
- **Strategic planning:** Be a part of strategic scenario planning for Climate Cymru and the wider movement in preparation for various potential future Welsh Government scenarios, bringing relevant expertise and knowledge to that process.
- **Rapid response & rebuttal:** Supporting advocacy and communication teams with rapid response media & communications moments on key flashpoint issues, with a consideration of how anti-net-zero sentiment and messaging are affecting the public and political discourse.
- **Other work:** Aligned with Cymru Together and the broader Climate Cymru mandate & the skills set out here, as defined and requested with the Cymru Together Project Lead and the Head of Communications & Narrative Change.

## Person specification:

### Essential attributes

1. Demonstrated understanding of, and commitment to, Climate Cymru's mission and WCIA's vision for a fairer, more peaceful world.
2. A strategic mindset, with experience developing and delivering impactful media and communications plans.
3. Excellent copywriting skills with a proven ability to craft copy that inspires and engages a wide range of audiences.
4. Proven experience in securing press coverage for campaigns, cultivating media relationships, and supporting spokespeople with effective briefings and preparation.
5. In-depth knowledge of climate and nature crises, including interconnected social justice issues.

6. Demonstrable experience in effectively navigating a polarised communications landscape and countering anti-net zero attacks.

### **Desirable attributes**

1. Experience operating bilingually, especially relevant if fluent in Welsh, with the ability to write and deliver communications in Welsh.
2. Additional skills relevant to the role - graphical design, photography, videography, journalism, etc.

## **How to apply**

Applications for the freelance work should be submitted to [centre@wcia.org.uk](mailto:centre@wcia.org.uk) with [stanley@climate.cymru](mailto:stanley@climate.cymru) and [sam@climate.cymru](mailto:sam@climate.cymru) in CC.

Your application should include two documents:

- 1) Your CV
- 2) A written statement in a PDF of no more than 1500 words that articulates how you meet the essential and desirable attributes. Please use the attributes as headings and speak to each in turn.

We will not use cover letters or any other additional documents sent as part of the selection process.

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. Please note that this will be slower than usual over the holiday period. Auto-responses will indicate when staff will be available to respond.