



Head of Communications & Narrative Change

JOB DESCRIPTION

Employed by:	Cymru Global (Formerly Welsh Centre for International Affairs)
Responsible to:	Head of Climate Cymru
Salary and pension:	£42,262 per annum Automatic enrolment into our pension scheme and Cymru Global will match your contribution up to a maximum of 5% of your gross salary (minimum 4%)
Employment terms:	10-month fixed-term contract, with potential for extension. (NOTE - the current funded project is due to finish at the end of February 2027, and a key priority of this role is to lead development of a strategy for the next round of multi-year funding, which, if successfully secured, would offer the option of extending the role both in hours per week and length of contract)
Base:	Remote working (with the option for office or hybrid work at Cymru Global, Temple of Peace, Cardiff).
Hours:	3 days per week (22.2 hours per week). Actual weekly hours may vary, which will be managed through our TOIL and flexible working policies.
Leave allowance:	36 days, including bank holidays, pro rata
Travel:	If required to travel for work, expenses will be provided.

About Climate Cymru & Cymru Global

Climate Cymru (<https://climate.cymru/>) is a movement of thousands of individuals and a network of 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 Cymru Global (formerly Welsh Centre for International Affairs). Cymru Global is a charity that inspires people in Wales to learn about and take action on global issues. Cymru Global'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 for civil society 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 years by the Climate Cymru movement and the voices of communities around Wales and is now one year into a further two-year programme of work. 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 make cutting-edge narrative and communications principles easy to use. It 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 400 organisations, artists, researchers, media and changemakers enhance the reach and resonance of these stories, embedding them within broader cultural and political frameworks. Climate Cymru's other projects are varied, and contribute additional capacity to the communications team, they aim to integrate and embed Imagine Action tools and approach and act as a vehicle to inspire others to do the same. A webinar from the pilot outlining the Imagine Action Tools is available [here](#), and a few examples of how the tools can be used are explained in [this video](#). Imagine Action is funded by the National Lottery Community Fund.

Summary of Role

Sitting at the heart of a large movement and leading a cutting-edge project, this role offers a strategic communicator and leader an exciting opportunity to make a transformative impact.

The Head of Communications and Narrative Change (HCNC) will have strategic oversight of the Imagine Action project and Climate Cymru's communications and media work. This will include leading a small team of communications staff and working closely with stakeholders, journalists, artists & media, cultivating all these relationships to maximise impact. The staff team is focused on delivery, and with the current phase of the project well underway and on track, it does not require a major strategic overhaul.

An important part of the role will be capturing learnings, leading the development and co-creation of the next phase of work, and, with support from the Head of Climate Cymru, securing funds for a subsequent multi-year programme, either with the current funder or an alternative.

Specific responsibilities for this role include:

Strategic leadership and project oversight

- Lead the delivery of the Imagine Action project, ensuring alignment with Climate Cymru's vision, values, and strategic objectives.
- Provide strategic oversight of Climate Cymru's communications and narrative change activity, ensuring work is focused, prioritised, and aligned with agreed outcomes.
- Work collaboratively with the Head of Climate Cymru, staff and other stakeholders to shape and develop the next phase of strategy and future funding opportunities.

Media relations and press work

- Provide strategic direction and support for media and press activity, ensuring a clear and proactive approach to securing impactful coverage.

- Support the team to identify and place compelling stories in relevant media channels, amplifying the voices of Welsh communities.
- Oversee relationships with journalists and media partners, strengthening networks and identifying opportunities for increased reach.
- Ensure spokespeople are effectively briefed and supported for media engagement.

Narrative and storytelling development

- Oversee the practical implementation of narratives that connect climate action to values such as fairness, community and opportunity.
- Help establish partnerships with partners, artists, and researchers to develop and disseminate compelling storytelling content, such as videos, articles, social media assets and artistic displays.
- Ensure the integration of Imagine Action tools and principles across communications activities.

Team management and collaboration

- Line manage the storytelling manager (who is responsible for practical delivery of communications) and, where needed, other staff, freelancers, and volunteers, ensuring clarity of roles, priorities and expectations.
- Provide supportive, inclusive leadership that enables team members to deliver high-quality work and develop their skills.
- Guide and support team members in managing workload and competing priorities in a fast-paced environment.
- Foster a collaborative, values-driven and high-performing team culture.

Stakeholder engagement and partnerships

- Build and maintain strong, strategic relationships across Climate Cymru's network to maximise communications impact.
- Support partners to align their communications with shared narratives and priorities.
- Identify and develop partnerships that extend reach, influence, and impact.

Content creation and channel management

- Lead, guide and support delivery staff to produce high-quality, bilingual content for various channels, including social media, newsletters, websites, and press releases.
- Oversee the delivery of impact-focused social media and digital strategies.
- Ensure consistency, clarity, and strategic alignment of messaging across all outputs.

Monitoring, evaluation, and reporting

- Track and evaluate the effectiveness of communications strategies, media coverage, and narrative change activities.

- Provide progress reports to the Head of Climate Cymru, Cymru Global's Board of Trustees, and funders.

Additional responsibilities

- Represent Climate Cymru and Imagine Action at key events, conferences and public forums where strategic leadership is required.
- Undertake other duties as required by the line manager to support the overall success of Climate Cymru's initiatives.

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 Cymru Global's vision for a fairer, more peaceful world.
2. Excellent communication skills, both written and verbal, with a proven ability to inspire and engage a wide range of audiences.
3. A strategic mindset, with experience in developing, prioritising and adapting communications plans based on evidence, insight and organisational priorities.
4. Demonstrated ability to foster collaboration and build partnerships with individuals and organisations to amplify shared goals.
5. Competency in project management, including meeting deadlines, managing budgets, and delivering high-quality outputs.
6. A commitment to diversity, equity, and inclusion, including experience in supporting people from all backgrounds to get involved in collective work.
7. Experience in securing press coverage and working with journalists, with the ability to guide and support others in delivering effective press activity.
8. An in-depth understanding of the digital communications landscape.
9. Experience in bid writing and securing grant funding for civil society organisations.
10. Demonstrated ability to lead in a supportive, collaborative and emotionally intelligent way, building trust, maintaining positive team dynamics, and creating an environment where individuals feel confident, valued and able to do their best work.
11. Proven ability to lead and support teams to manage competing priorities, make sound judgments, and focus effort on the highest-impact opportunities in a complex and fast-paced environment.

Desirable attributes

1. Fluency in Welsh, with the ability to write and deliver communications in Welsh and bilingually.

2. In-depth knowledge of climate and nature crises, including interconnected social justice issues such as climate justice and poverty.
3. Relevant specialist content creation skills (e.g. photography, videography, journalism)
4. Existing professional relationships with media outlets, journalists, or stakeholders relevant to Climate Cymru's mission.
5. Familiarity with narrative change tools and frameworks, including their application in grassroots or policy-oriented work.
6. Experience working within or alongside creative sectors, such as collaborating with artists, storytellers, or researchers to create impactful content.
7. Knowledge of the Welsh and UK cultural, social, and political context and its relevance to climate action.

Application Process

- All applicants must complete the official Cymru Global Application for Employment form, available [here](#).
- We will only accept application forms, not CVs or covering letters - please make sure you explain, with examples, how you have all the essential criteria in your application.
- All applicants should complete the Equal Opportunities form. Please note, this is separated from your application form upon receipt and not shared with the shortlisting or interview panel.
- Please submit your application by email to croeso@cymru.global - if you do not have access to email, you can send a paper application to the address given on the application form. Please get in touch if you have any other access requirements in order to submit an application.
- The deadline for receipt of applications is 4 pm on 15th April 2026.
- 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.
- Cymru Global operates name-free recruitment. The recruiting panel will not see personal information such as a candidate's name and address during the sifting process. This policy is in line with our commitment to end bias and promote equality and diversity.
- If you are shortlisted for an interview, we will contact you directly via email.
- If you have an impairment or health condition or use British Sign Language and need to discuss reasonable adjustments for any part of this recruitment process, or wish to discuss how we will support you if you were to be successful, please email croeso@cymru.global as soon as possible, and a member of the team will contact you to discuss your concerns and requirements.
- No references will be taken up until a provisional offer of employment has been made.
- Unsuccessful applicants will be informed by email.