

# Communications and Marketing Officer

## APPLICATION PACK



Closing date for applications: 23 September 2019 (12 noon)

First Interview: 30 September 2019

Second Interview: 14 October 2019

# Inspire Wales to be a Fairer Place to Live

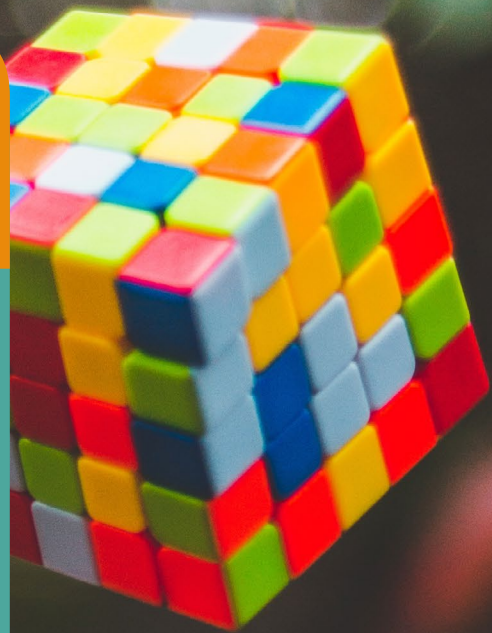
Communications and Marketing Officer  
£26,250 per annum  
Cardiff | Flexible working | Full time but willing to consider part-time applications

Do you enjoy coming up with creative ideas and seeing them through to fruition? Can you think outside the box and inspire people to embrace equality and diversity?

If you've answered yes, we want to hear from you.

We are looking for someone to support the Tai Pawb team in presenting strong, positive and consistent messaging for Tai Pawb across a range of platforms to support our vision, mission and activities.

Working closely with the Policy and Public Affairs Manager, the role also involves coordinating and delivering a small portfolio of events throughout the year, managing logistics such as invitations and registrations as well as liaising with speakers and delegates.



**Tai Pawb is the leading national organisation promoting equality and diversity in housing.**

We support and work with our members to help them put ideas into practice, influencing policy makers to ensure housing policy is fair. We are a friendly and supportive team, committed to making a difference in equality and diversity in the housing sector.

# Welcome

Thank you for your interest in the Communications and Marketing Officer role.

Tai Pawb is the leading national expert organisation promoting equality and diversity in housing. We influence policy, support organisations and raise awareness of equality and diversity issues and solutions - we absolutely love what we do! We inspire people to embrace equality and diversity. Tai Pawb is ambitious, dynamic, innovative and genuinely passionate.

We are a empowered and dedicated team of six and our values and purpose are always at the core of what we do. We are supportive, friendly and inclusive.

Our remit is quite niche. For this role, creativity, energy and a thirst for supporting positive change – together with the right values - are the most important elements. If you are not sure whether to apply – feel free to give me a ring on **029 2053 7630**.

Tai Pawb has ambitious plans for the future and we need great people to help us deliver on these and take the organisation forward. In return, we can offer you the opportunity to develop a wide variety of skills and expert knowledge in a supportive and value-driven environment. Being such a small organisation means you can also easily see the direct impact of your work.

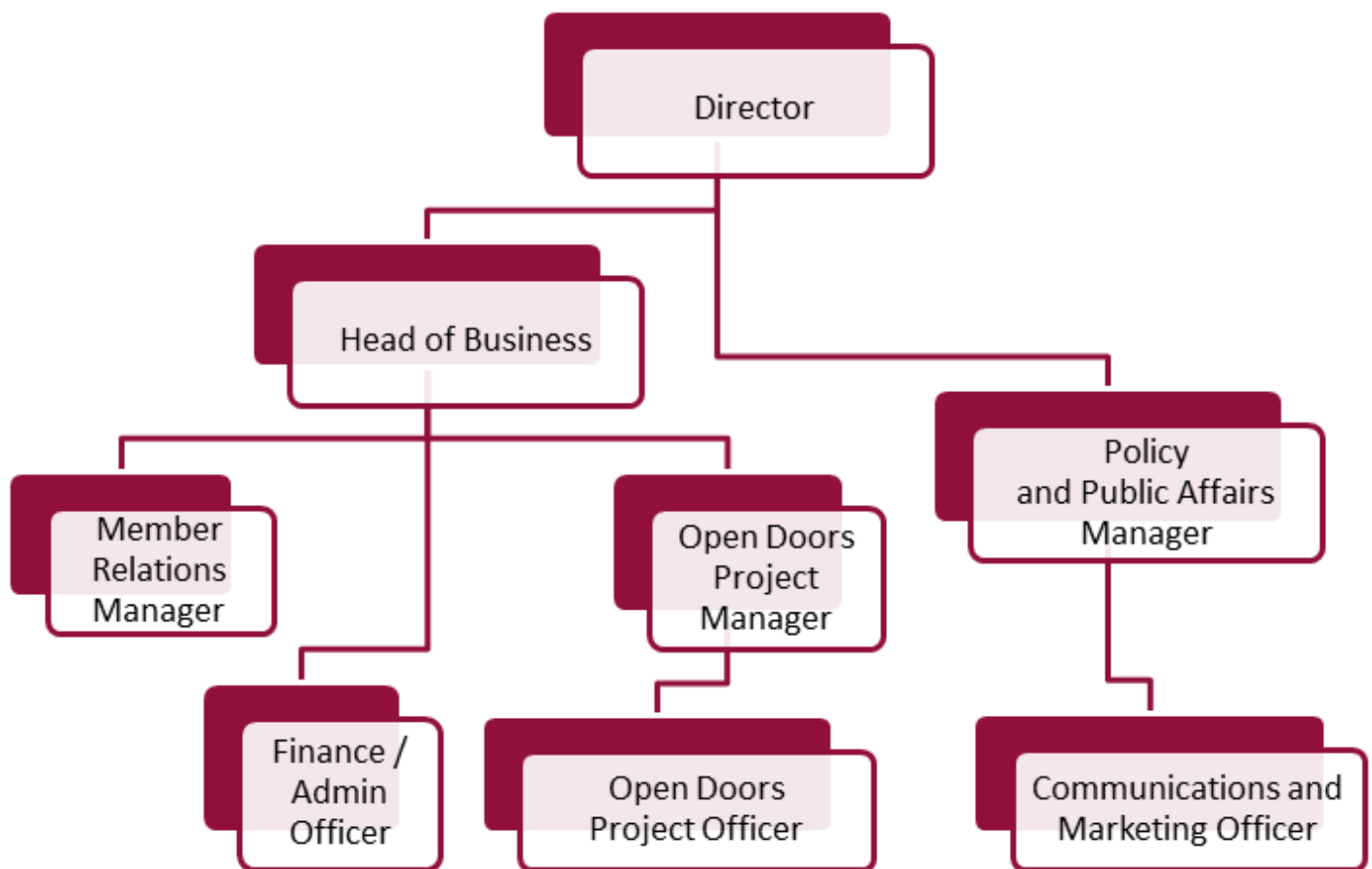
Interested?

I am looking forward to receiving your application.

**Ross Thomas**  
**Policy & Public Affairs Manager**

# Communications and Marketing Officer

## OUR STRUCTURE



# Communications and Marketing Officer



## JOB DESCRIPTION

**Post:** Communications and Marketing Officer  
**Responsible to:** Policy and Public Affairs Manager  
**Salary:** £26,250 (full-time, 35 hours) but open to part-time applications  
**Contract:** Permanent

### Purpose of the post:

The post holder will support the Tai Pawb team in presenting strong, positive and consistent messages for Tai Pawb to support its vision, mission and activities.

The role involves marketing Tai Pawb services, facilitating member and stakeholder communications, promoting the impact of Tai Pawb across many platforms, supporting Tai Pawb with raising awareness of equality and diversity issues and inspiring various audiences to take action.

The role will also produce a small number of Tai Pawb publications and coordinate a small portfolio of events.

### Key Duties:

- Support the Policy and Public Affairs Manager with policy, public affairs and campaigns activities.
- Lead on communication activities and Tai Pawb publications, including blogs, newsletters and good practice briefings.
- Work with the Policy and Public Affairs Manager to deliver a small portfolio of Tai Pawb events throughout the year.
- Work closely with the Member Relations Manager to promote and market a growing range of Tai Pawb services and products through varied channels.
- Promote the work of Tai Pawb, together with the work of our member organisations, highlighting areas of good practice in relation to equality and diversity.
- Deliver creative communications aimed at inspiring people and organisations to embrace equality and diversity.
- Regularly update the Tai Pawb website and social media accounts with innovative and creative content relevant to our members and stakeholders.
- Support the maintenance and further development of Tai Pawb's new contact database.
- Undertake tasks as may be required from time to time as a member of a small team with a national remit.

# Communications and Marketing Officer

## PERSON SPECIFICATION



	Essential	Desirable
Knowledge	Communications or marketing qualification or equivalent experience	Knowledge of equality and diversity issues
	Good understanding of marketing and communication techniques across varied channels	Understanding of the housing sector
Experience	Experience in a similar role	Experience of events coordination
	Using social media to represent an organisation	Experience of managing and updating websites
		Some experience of design and comms software
Skills & competencies	Excellent written and verbal communication and copy-writing skills	Ability to communicate in Welsh
	Highly creative, innovative, able to use lateral thinking	Ability to film and edit for video
	Strong IT skills (MS Office)	
	Able to work on own initiative	
	Ability to engage - and tailor messaging to - varied audiences	
	Demonstrable commitment to equality and diversity	

## HOW TO APPLY

- Go to [www.taipawb.org/jobs](http://www.taipawb.org/jobs)
- Complete our application form and equality monitoring form
- Email it to [andrea@taipawb.org](mailto:andrea@taipawb.org) by 12 noon on 23 September 2019
- **We would also like to see up to 5 examples of your marketing and communications work** (format is up to you, it can be a digital or analog portfolio, list of links etc.). Please send it along with the application.
- First Interview: 30 September 2019
- Second Interview: 14 October 2019

# Communications and Marketing Officer

## MAIN TERMS AND CONDITIONS



<b>Salary:</b>	£26,250 per annum
<b>Workplace:</b>	Flexible working; contractual maternity/paternity/ adoption/shared parental pay (above statutory), childcare vouchers; relaxed dress code; close to public transport links
<b>Pension:</b>	Defined contribution pension (5% employer contribution)
<b>Conditions of service:</b>	35-hour week (we are also open to part-time applications with a minimum of 28-hours per week)
<b>Probationary period:</b>	6 months
<b>Current Base:</b>	Norbury Road, Cardiff, CF5 3AS
<b>Travelling Expenses:</b>	In line with NJC Rates
<b>Language:</b>	The ability to speak Welsh or other languages is welcome but is not considered to be a requirement for this post.
<b>Equal Opportunities:</b>	We are an equal opportunities organisation. We do not discriminate against applicants on the grounds of age, race, religion, nationality, sexual orientation, sex, gender identity, disability, marriage and civil partnership or pregnancy. We celebrate diversity and difference. It is a requirement that the person appointed demonstrates these values in how they work.
<b>Responsible to:</b>	Policy and Public Affairs Manager