

Job Description

Title: Welsh Language Officer and Marketing Support

Summary / Purpose: To support the business' Welsh commitment through content creation, translation and networking. Supporting the Marketing Executive with writing case studies, creating videos and writing social media posts in Welsh and English, as well as working towards the marketing strategy that supports contract delivery and raises the overall profile of the business.

Reporting to: Marketing Executive

Supervising: N/A

Duties and Responsibilities

Specific

- Working with Marketing Executive to identify and write good news stories to promote Welsh language and culture.
- Creating video content for 'Welsh Wednesdays'.
- Attending external meetings held in the Welsh language on behalf of the company.
- Supporting the business to identify ways to promote the Welsh language and culture internally and externally.
- Assisting in the development of Welsh language marketing materials and literature.
- Supporting operational teams in the promotion of Welsh language resources and opportunities for learners.
- Supporting the HR team on behalf of the business in achieving its Welsh action plan and projects funded by the Welsh promotion grant (Coleg Cymraeg Cenedlaethol).
- Maintaining the Cynnig Cymraeg accreditation.
- Translating internal communications into the Welsh language.
- Writing and translating social media posts and blogs into the Welsh language.
- Maintaining Welsh language access to the website.
- Maintaining Welsh language access to key internal company policies, procedures and documents.
- Translating external enquiries received in Welsh.
- Assisting with any other Marketing related tasks to support the Marketing Executive and the team.

General Admin

- Answering and transferring calls
- Ensuring a clean and tidy working environment
- General offices duties, including, Filing, Photocopying

General

- To ensure security of company assets
- To comply with all company policies and procedures

- To comply with the companies safeguarding policy & procedure
- To comply with Equal Opportunities Legislation and be proactive in challenging prejudice, discrimination and stereotyping.
- To implement in full the Company's quality policies and procedures.
- To consult the Company Health and Safety Policy with regards to their specific responsibilities as described in the general arrangements section
- To give consideration to their actions at work as to how they may affect the safety of Learners, clients and visitors to Company premises
- Support organisations core values
- Co-operate with all staff to achieve a healthy and safe workplace and reporting any risks identified, at the company's or other premises, to the designated Health and Safety Officer.
- Other duties that may be identified from time to time by the Company.
- Attend relevant training / personal development programmes

	Essential	Desirable
Experience & Qualifications	Educated to degree level or equivalent Full driving licence with use of own vehicle	Welsh Language Degree Proven Marketing Experience
Skills	Fluent in Welsh – written and spoken Strong written & verbal communication skills in Welsh and English Interpersonal skills Planning and organisational skills Ability to work to deadlines and targets Working knowledge of Microsoft Packages Public speaking Presentation skills and confidence Application and form filling Comfortable speaking on camera	Working knowledge of Adobe creative suite or equivalent packages Working knowledge of WordPress Creating and editing video content Social media post writing Delivering training
Knowledge	Welsh culture Basic marketing principles	Safeguarding & Prevent Knowledge and understanding
Characteristics	Creative Self-motivated Flexible in approach Taking initiative to develop the role Ability to work under pressure Reliable Enthusiastic Team player Willingness to learn new skills Empowers others Demonstrates a passion for learning Demonstrates a commitment to inclusion Fosters growth by proactively improving processes and practices	Enthusiastic about Welsh culture