



Communications Officer

Application pack

About the Society

The Learned Society of Wales (LSW) is Wales' national academy. We champion excellence across all academic fields and beyond. We use the knowledge of the Society's experts to promote research, inspire learning, and provide independent policy advice. A Royal Charter charity with more than 500 Fellows, LSW is highly regarded as an authoritative, independent, and credible voice in Welsh public life.

We have recently started to deliver the Society's new five-year strategy. This focuses on four key objectives for the Society:

- 1. Champion research**
Deliver high-quality events, celebrate excellence, and offer platforms for early-career researchers
- 2. Contribute expertise**
Coordinate expert responses to consultations, support evidence-based policymaking, and harness our expertise to 'lead the conversation' in key areas
- 3. Promote learning and debate**
Communicate our Fellows' achievements, support schools and colleges, and develop public discussion of important issues
- 4. Develop the Fellowship**
Increase Fellows' involvement in our work, elect a wider range of Fellows, and work with organisations that promote diversity

Summary of post

The job of the **Communications Officer** is to ensure that the Society reaches all of its audiences effectively. At the core of the role is our Fellowship – strengthening our communication of their achievements, and making it easier for them to engage effectively with the Society.

The Officer will ensure that the Society's work – including our events, policy work and medals for achievement – reaches a wider audience than ever before. They will also work with our partners in the higher education sector to promote our activities within universities, and to ensure strong engagement with our new programme for Early Career Researchers.

The Officer will take responsibility for a number of communication channels, including the Society's website, social media, Fellows' bulletin and mailing lists. They will develop our press coverage and help to ensure a strong presence at relevant external events.

The role is based at the Society's offices in Cathays Park, Cardiff.



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Key facts about this role

Salary	<p>Starting salary: £22,417 pro rata (actual salary £13,450)</p> <p>The post is on an incremental salary scale of £22,417 to £27,511 pro rata. The post-holder will progress through the scale, subject to an annual review of performance. The first date on which the post-holder will be eligible to be considered for progression will be 1 August 2020.</p>
Pension	<p>The post-holder may join the LSW salary sacrifice pension scheme, with the employer and employee each contributing up to 5% of gross salary into the scheme each month.</p>
Line manager	<p>Senior Executive Officer</p>
Employment terms	<p>This is a part-time, fixed term position for 2 years from the date of appointment. An extension may be possible, subject to the Society's written confirmation.</p> <p>A 3-month probationary period must be satisfactorily completed before the appointment can be confirmed. Once confirmed, either side may terminate the appointment by not less than 2 months' written notice.</p>
Hours	<p>21 hours (3 days) per week, usually worked between Monday-Friday. There is scope for flexible working; the pattern of hours will be agreed with the line manager before the job starts. The post-holder will occasionally be required to work during evenings and weekends.</p>
Annual leave	<p>The basic leave allowance is 15 days, to be taken as agreed with the line manager. In addition, the Society provides:</p> <ul style="list-style-type: none">• 1.8 customary days, on days agreed by the line manager• 8 public holidays and 4 fixed customary days
Travel	<p>Travel to meetings and events will be required (and costs will be reimbursed), but the role is mostly office-based.</p>
Other allowances	<p>The Society provides enhanced sick pay and maternity pay that exceed the statutory minimum. Details are provided in the staff handbook.</p>



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A day in the life of the Communications Officer

Your working day will be varied – including both regular tasks and a wide range of activities relating to the Society's current priorities. Daily tasks will include social media posts, promoting events, and keeping the website up to date. You will also need to keep on top of our overall work programme – taking a keen role in staff meetings, and talking to other team members so that you take account of their communication needs.

When we are putting on public events, you will spend time writing emails, tweets, press releases and other material to help ensure they are well attended. You'll also need to attend some of the events, taking full advantage of opportunities for press coverage, social media and photo/video output.

In November each year, we open nominations for the Society's Medals – this will be a key time for the Communications Officer, as you will need to promote the Medals to a wide audience. Another busy time of year is when we announce the election of new Fellows in Spring – you will have the task of working with our partner universities to celebrate their achievements.

Although you will work closely with our small team of five other staff members, you'll need to be able to work accurately and sometimes with limited supervision. We expect the Communications Officer to adapt to the Society's current communications style quickly, but also to advise us on how we can become more engaging.

Key duties

Promotion of the work of the Society

You will support colleagues by promoting and communicating the Society's activities, objectives and impact. This includes:

- Ensuring wide coverage of our annual election of new Fellows and Medal awards
- Increasing the number and diversity of those engaging with our activities, through effective publicity via social media, email marketing and our partners' networks
- Providing high-quality output from events, e.g. social media, blogging, photography, videos
- Writing press releases and developing relationships with the media, so that our activities and their outputs reach a wider audience
- Working with our event grant recipients to promote their activities

Communication and engagement with Fellows

You will work effectively with Fellows of the Society by:

- Ensuring good communication with Fellows and promotion of their achievements – this includes writing and distributing a monthly Fellows' Bulletin in Mailchimp, and maintaining and improving our welcome pack for Fellows
- Liaising with the General Secretary and the Fellowship Assistant to work with University Representatives of the Learned Society – helping them to engage local Fellows, publicise events and develop the Society's profile

Continuing development of communications

Working to targets in our Communications Plan and Activity Plan, you will continually improve our overall communications, making them attractive and accessible to our audiences. This includes:

- Developing and maintaining the Society's website – ensuring that it is an effective, regularly updated tool for communication, publicity and engagement
- Developing our social media profile by producing engaging content and building audiences
- Building the Society's external email list (for non-Fellows) and communicating regularly with them
- Evaluating and monitoring the impact of activity and digital content
- Working with other staff to develop our brand and voice
- Maximising the potential of Annual Review and other publications to engage existing stakeholders and reach new audiences
- Ensuring that communications adhere to the Society's bilingualism policy and that Welsh and English speakers are treated equally as far as possible
- Contributing to our portfolio of feedback from participants, helping to demonstrate impact
- Publicising the Society's work at external events
- Providing regular progress reports to the Society's Council

Other duties

- Contribute to development of the Society's strategic plan and annual activity plans
- Carry out other duties as reasonably requested by the Chief Executive

Person Specification

Please ensure that when you complete the Supporting Statement section of the application form, you demonstrate how you fulfil each of the criteria marked Essential (and those marked Desirable where possible).

	Criteria	Essential	Desirable
Knowledge and experience	At least 2 years of experience in communications roles, with evidence of the impact of your work	✓	
	Experience of writing engaging content for websites, social media and emails	✓	
	Knowledge of the environment in which the Society operates, including the Higher Education sector in Wales		✓
	Knowledge of website content management systems and/or website design		✓
Skills, abilities and attitude	Excellent written and spoken communication skills – able to present complex issues in a straightforward manner and for different audiences (preferably in both English and Welsh)	✓	
	Ability to coordinate, write and edit copy, e.g. press releases and news stories	✓	
	Ability to work accurately and efficiently to fixed deadlines with limited supervision, prioritising tasks as needed	✓	
	Ability to think creatively, solve problems and make recommendations for improvement	✓	
	Excellent people skills – friendly, professional and collaborative (in particular the ability to work within a small, busy team)	✓	
	Strong IT skills, especially in Microsoft Office	✓	
	Additional IT or design skills, e.g. photo/video editing, desktop publishing (Canva/Microsoft Publisher)		✓
	Commitment to / interest in the Society’s mission and aims		✓
Other	Willingness to travel to venues across Wales for occasional events (some of which will require overnight stays away from home)	✓	

How to apply

- If you would like more information before deciding whether to apply, please contact Dr Sarah Morse, Senior Executive Officer (smorse@lsw.wales.ac.uk) to arrange an informal discussion.
- You must make your application using the official LSW application form. Please provide all relevant information on the form, as we will not consider CVs or cover letters as part of your application. Please ensure that you save the final document in Word or PDF format.
- When you write the Supporting Statement, please let us know **how you meet each of the essential criteria** in the Person Specification (and the desirable criteria if possible). We recommend that you cover each of the criteria in order, using it as a heading; this will help us assess your application more easily. You should also tell us **why you are interested in this post**.
- Please also complete the Equal Opportunities Monitoring Form. We will treat this form in accordance with the General Data Protection Regulations (2018). We will not consider it as part of the application process.
- Please email your application and Equal Opportunities Monitoring Form to **Amanda Kirk, Clerk and Development Manager** (akirk@lsw.wales.ac.uk) by **12.00 noon on Wednesday 27 November**. If you do not have access to email, you can post your application to: Amanda Kirk, Learned Society of Wales, The University Registry, King Edward VII Avenue, Cathays Park, Cardiff CF10 3NS.

What will happen next?

- We will send an email acknowledgement to all applicants. If you do not receive an acknowledgement before **09.00 on 28 November**, please contact us. We are not responsible for applications that do not reach us, or that arrive after the deadline.
- We will assess the applications and select a number of candidates for interview. If we select you, we will contact you directly. **We will hold interviews in Cardiff during the week beginning Monday 9 December**. If you have not been invited to interview within three weeks of the closing date, please consider your application to be unsuccessful.
- We will make a provisional offer of employment to our chosen candidate. We will then take up references and, if these are satisfactory, confirm the job offer.
- Please note that we will not pay travel expenses for those attending interview, unless they relate to reasonable adjustments.
- We reserve the right not to make an appointment if we judge that none of the candidates meets the required standard.