**Plaid Cymru – Head of Communications:**

Joint contract– 2 days for the Assembly Group, 1.5 day Westminster Group, 1.5 day for Plaid Cymru

|  |  |
| --- | --- |
| **Job Title:** | **Head of Communications**  |
| **Salary Range:** | **£33,542- £40,972** |
| **Working Hours:** | **37 hours** |
| **Appointment Type:** | **Permanent** |
| **Reporting to:** | **Director for Political Strategy and External Affairs** |
| **Location:** | **Y Senedd, Tŷ Gwynfor and Westminster** |
| **Purpose of Job** |
| To lead on coordinating and managing Plaid Cymru’s communications work across each level of government, including the party’s Senedd and Westminster groups, maximising day to day coverage both reactively and proactively. |
| **Main Duties** |
| **Managing the Party’s day to day communication activities** 1. Under the leadership of the Director, Implement and develop a comprehensive communications strategy for Plaid Cymru and the Groups in the Assembly, Westminster and other levels of government which aims to maximise exposure in all forms of media, including print, broadcast and digital, at a local, national and UK level.
2. Take a lead role in implementing Plaid Cymru’s messaging across the full range of communications platforms.
3. Act as a central point for receiving and coordinating communications bids and operate as a spokesperson as required.
4. Recognise and seize reactive and proactive opportunities on a daily basis to maximise opportunities for print, broadcast and digital media coverage in Wales and across the UK.
5. Produce a daily communications brief for Plaid elected members and support staff.
6. Take ownership of creating, maintaining and updating a news & comms grid in close cooperation with colleagues in individual work areas.
7. Oversee the organization of key communications events which maximise the exposure of the Party’s activities, including press conferences, policy launches and photo opportunities.
8. Act as the guardian of the Party’s brand.

**Manage the work of communications staff**1. Provide line management to the Party’s Communications Team staff.
2. Ensure that robust systems are in place for quality assurance and obtaining political sign off on communications output.
3. Manage the stream of work, making the most of the resources available and ensuring robust procedures are in place for operating outside of normal working hours.

**Supporting strategic and developmental work**1. Establish an effective system for media monitoring; covering print, broadcast and online media at both a national and local level across Wales. Produce regular reports on progress to the Senior Staff team of the Party / National Executive Committee and its sub-committees.
2. Work closely with the Chiefs of Staff in the Assembly and Westminster and with the Party’s central campaigns and policy units to ensure alignment in relation to the communication aspects of their work.
3. Develop an effective communications operation from the ground up which draws on the expertise of staff in local and regional offices.
4. Oversee and develop the Party’s digital presence online and on social media – with the aim of ensuring the Party is at the forefront of new developments.
5. Maintain an overview of staff communications skills ensuring that a programme of training and development in put in place to meet the Party’s communication needs for the future and disseminating best practice.
6. Contribute to meetings of the Party’s Senior Staff, the National Executive Committee, the parliamentary groups and other meetings as required.
 |
| **Person Specification (please refer to the ‘essential’ criteria below when completing the ‘Information in support of your application’ section of the application form.** |
| **Essential Knowledge and Experience** * Significant experience of developing multimedia communications strategies.
* Experience of crisis communications management.
* Leadership and line management experience.
* Ability to deliver to tight deadlines in a high pressure environment.
* Experience of delivering consistent results in a senior capacity within a busy Press Office, newsroom or communications environment.
* A thorough knowledge, understanding and experience of press-handling techniques and working with journalists.
* Experience in managing and motivating colleagues towards clearly-defined aims and goals
* A proven track record in dealing with senior management and/or elected officials.
* Understanding of, and commitment to, combating discrimination and promoting the equality of opportunities and the Nolan Principles of Public Life and commitment to these matters.

**Essential Qualifications** * Degree or equivalent qualification in a relevant subject

**Essential Skills and Behaviours** * First-class writing and communication skills, in Welsh and in English.
* A keen eye for detail and an understanding of how to "sell" stories to the media.
* Ability to work on own initiative and as part, and leader, of a team.
* Proven evidence of the highest standard of communication skills; with the ability to effectively convey the work of the party to a wide-ranging audience.
* A passion for current affairs and issues of relevance to Wales, including a thorough interest in the Welsh political system.

**Desirable Criteria** * An understanding of current affairs and issues of relevance to Wales, an interest in the Welsh political system.
* Sympathetic to the aims and values of the Party.

 |
| **Additional Information** |
| Please note appointment will be subject to references and a security check.*\*Should the Assembly Member resign or following an election, not be returned, this position will be made redundant.*   |
| **Application Process** |
| **Closing Date:** |  |
| **Interviews:** |  |
| **Contact:** |  |
| I am an equal opportunities employer and welcome applications from all suitable persons including people from the following protected characteristics (race, sex, disability, religion/belief, sexual orientation, gender identity, marriage / civil partnership, pregnancy / maternity or age). |