



# **North & Mid Wales Trunk Road Agent**

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**Communications Coordinator  
(maternity cover)**

**Recruitment Pack**



# Welcome from the Head of Service



At the NMWTRA, we help create a road network that connects people and places in a safer, greener and more reliable way.

We work on projects across North and Mid Wales that address some of the country's most critical challenges. From complex infrastructure, increasing transport needs, and climate change – we combine innovation, expertise and technology to make North and Mid Wales a better place to live, work and visit.

You can contribute to work that will have a lasting positive impact on your local community with an organisation where diversity, equity and inclusion are shared values. We're committed to fostering a work environment that's supportive, respectful, and inclusive, with great opportunities for growth.

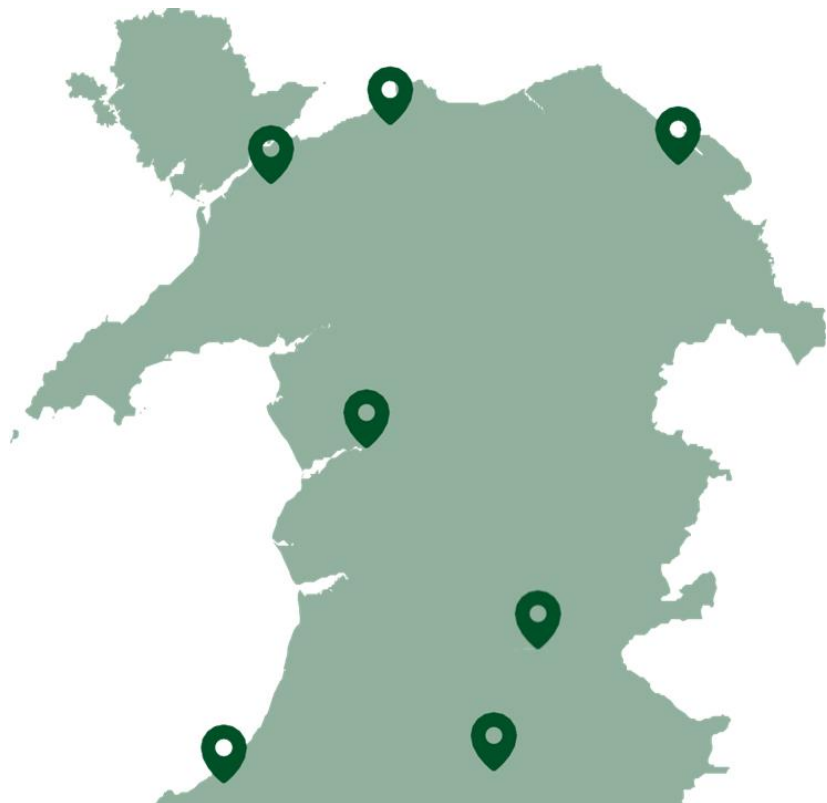
Why not give it a try? We would be very happy to consider your application to join our skilled, enthusiastic, and friendly team.



## Where we're based

**Over 250  
employees  
based across  
North and Mid  
Wales.**

- Aberaeron, Ceredigion
- Bangor, Gwynedd
- Conwy
- Dolgellau, Gwynedd
- Halkyn, Flintshire
- Llandrindod Wells, Powys
- Newtown, Powys



## Job Title: Communication Coordinator

**Salary:** £24,294– £25,979

**Duration:** Maternity

**Location:** Conwy

**Closing date:** 26/09/24 10:00

[Application forms and further details available through Gwynedd Council website \[www.gwynedd.gov.uk\]\(http://www.gwynedd.gov.uk\) or phone 01286 679076.](#)

[Apply here](#)

[Ymgeisiwch](#)

## Purpose of post

We are looking for a motivated and enthusiastic Communications Coordinator to provide up-to-date traffic information to the public. You will be an excellent communicator, with skills to create engaging content on social media, and have fantastic interpersonal skills.

The role will require the applicant to work 12-hour shifts 4 days on, 4 days off basis to provide cover between the hours of 7:00am and 7:00pm. Applicants will also be expected to work overnight on an on-duty rota basis.

Traffic Wales is the Welsh Government's traffic information service for the public working across Wales. Traffic Wales is the public link to the Welsh Government's Traffic Management Centres in Conwy (North Wales) and Coryton, Cardiff (South Wales).

This is an opportunity to work in a busy office atmosphere, and to be part of a skilled team of coordinators at the control centre in Conwy. Join us to develop your communication skills in a diverse and interesting field of work.



# Responsibilities

- Responding to public and stakeholder queries, providing information on network status, roadworks, routes, and destinations.
- Sharing bilingual updates through the Traffic Wales website and social media channels.
- Creating engaging social media content to promote Traffic Wales services.
- Gathering traffic and network data from various sources, including service providers and government entities.
- Coordinating with internal staff, police, and network management.
- Monitoring media, including press, web, and social platforms.



# Person Specification

**You should refer to these job specific criteria in your application form.**

## **Job Specific Criteria**

### **Personal attributes:**

#### **Essential**

- Excellent communication skills in both English and Welsh languages.
- Display significant personal initiative and the ability to deal with people on every level in a courteous, sensitive, and professional manner.
- Able to prioritise own workload.
- Able to work under pressure and be able to deal with tight working deadlines.
- Dedicated to accuracy and delivery of tasks in a timely manner.
- Able to work as part of a team dedicated in providing a high quality of service to the public.

#### **Qualifications and relevant training**

- Minimum of 5 GCSEs to include English, and Welsh.

#### **Relevant experience:**

- Familiar with computerised packages i.e. Windows, Excel etc.
- The ability to translate in Welsh and English
- Content development and editing skills for social media.
- Full and clean driving licence.

#### **Desirable:**

- Qualification in communications or customer care
- Dealing effectively with the public, elected members, and Welsh Government enquiries
- Experience of monitoring the impacts of communications campaigns
- Familiar with relevant local and / or central government procedures
- Familiar with Freedom of Information Act and Data Protection Act.

# Working for the North & MidWales Trunk Road Agent

We are committed to developing and supporting our staff.



- 21.3 shifts (12h) of annual leave per year.
- Working pattern of 4 days on 4 days off.



- Incremental pay increase
- Generous Local Government Pension Scheme further information on the [Gwynedd Pension Fund](#) website.



- Assisted car purchase & cycle to works schemes.
- Lifestyle savings on groceries, holidays, eating out, DIY, electricals, insurance, motoring, and much more!



- On the job learning and exciting career development opportunities.
- Contribution towards the membership of professional bodies which are relevant to the role.



- Free and confidential counselling service for staff
- Maternity, paternity, foster, adoption, and shared parental leave