



North & Mid Wales Trunk Road Agent

Communications Officer

Recruitment Pack



Welcome from the Head of Service



Mark McNamara,
NMWTRA 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.

A handwritten signature in dark ink, appearing to read 'Mark McNamara', written in a cursive style.

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 Officer

Salary: £29,269– £31,364

Duration: Permanent

Location: Office in Conwy

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

[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](#)

Purpose of post

We are looking for a dedicated and proactive Communications Officer to join Traffic Wales, the Welsh Government's public-facing traffic information service. Traffic Wales connects the public with the Welsh Government's Traffic Management Centres in Conwy (North Wales) and Coryton, Cardiff (South Wales).

You will be responsible for enhancing communication processes to ensure service efficiency. You'll also assist in refining communication strategies, delivering clear and consistent messaging that aligns with the service's values and objectives. Fluent communication in both Welsh and English is essential, along with the ability to thrive under pressure and meet tight deadlines.

You'll lead and supervise staff, ensuring high accuracy and attention to detail in all tasks, while collaborating effectively with the team to drive the success of Traffic Wales' communication efforts.

This is a fantastic opportunity to apply your creativity, communication skills, and organisational abilities in a dynamic and impactful environment.



Responsibilities

- Direct line management responsibility for the Traffic Wales Communication Coordinators.
- Organise the staff rotas to ensure the service's operational requirements are achieved.
- Ensure staff training and development so that Communication Coordinators are fully competent in their roles.
- Oversee the processes and procedures for the operational delivery of the service on an all-Wales basis.
- Supervise the response to enquiries and complaints from the travelling public through social media, telephone, or email, ensuring a high level of customer service is always maintained.
- Ensure enquiries/complaints are escalated to the relevant parties in accordance with the service's standards.
- Ensuring that Communications Coordinators create high-quality content for newsletters, social media, website updates, and other communication channels in accordance with agreed standards.
- Supporting with the development of Traffic Wales service content.
- Provide communication support for various projects and initiatives.



Person Specification

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

Job Specific Criteria

Personal attributes:

Essential

- Ability to communicate clearly and effectively, both orally and in writing in Welsh and English.

- Creative thinking to develop engaging and impactful communication strategies and campaigns.
- Ability to tailor communication styles to different audiences.
- Ability to work collaboratively as part of a team.
- Proficient at prioritising own workload, to lead others and supervise the work of line-managed staff.
- Ability to take the initiative, work under pressure and to deal with tight working deadlines.
- High level of accuracy and attention to detail in all aspects of work.
- Willingness to seek feedback and make improvements.

Qualifications and relevant training

Essential

- Minimum of 5 GCSEs or equivalent.
- Experience in communications, public relations, journalism, marketing, or a related field.
- Evidence of continuous professional development in communications, such as relevant courses, workshops, or certifications.

Desirable

- ILM Level 2 Leadership and Team Skills.
- NVQ Level 3 qualification or equivalent in Communications.
- Proficiency in using communication tools and software, such as content management systems (CMS), social media management tools, and graphic design software (e.g., Adobe Creative Suite, Canva).

Relevant experience:

Essential

- Ability to turn complex information about Traffic Wales's activities and successes into compelling and engaging stories that resonate with diverse audiences.
- Experience in creating various types of content, including reports, articles, newsletters, and promotional materials.
- Experience in creating and managing professional content for websites and social media channels.
- Knowledge of data management in a customer service environment.
- Experience in working to quality assurance practices relevant to communications.
- Ability to develop and monitor KPIs to measure and improve communication performance.
- Experience in managing a rota to maintain the service.
- Experience in engaging with a wide range of stakeholders, including government officials, community groups, and the public.

Desirable:

- Experience in managing event-related logistics, promotion, and evaluation.
- Experience in supervision and/or direct line management
- Experience in engaging with a wide range of stakeholders, including government officials, community groups, and the public.
- Experience in media relations, including drafting press releases and handling media inquiries.

Skills and specialist knowledge:

Essential

- Proficiency in using digital tools and social media platforms.
- Understanding of digital communication trends and best practices.
- Strong interpersonal skills to build and maintain relationships with colleagues, stakeholders, and the public.
- Demonstrated ability to translate content accurately and effectively between Welsh and English within the context of Cymraeg Clir and Plain English principles.
- Familiar with Freedom of Information Act and Data Protection Act.
- An awareness of local and central government structures, along with an appreciation for their communication requirements.

Desirable

- Graphic design, video production and editing skills.

Language requirements:

Essential

- Higher Level in Welsh Speaking and listening, Reading and Understanding and Writing

Special requirements:

Essential

- Requirement to work a reasonable number of additional hours to ensure coverage of the Traffic Wales service.
- Requirement to form part of the on-duty rota to assist with communications out of hours 7pm-7am.

Working for the North & MidWales Trunk Road Agent

We are committed to developing and supporting our staff.



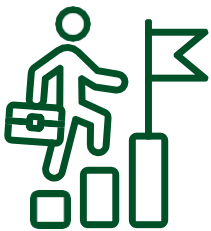
- 27.5 days of annual leave per year.
- 8 days of bank holidays.
- Flexible working hours.



- 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