



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

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## **Communications Manager**

### **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.

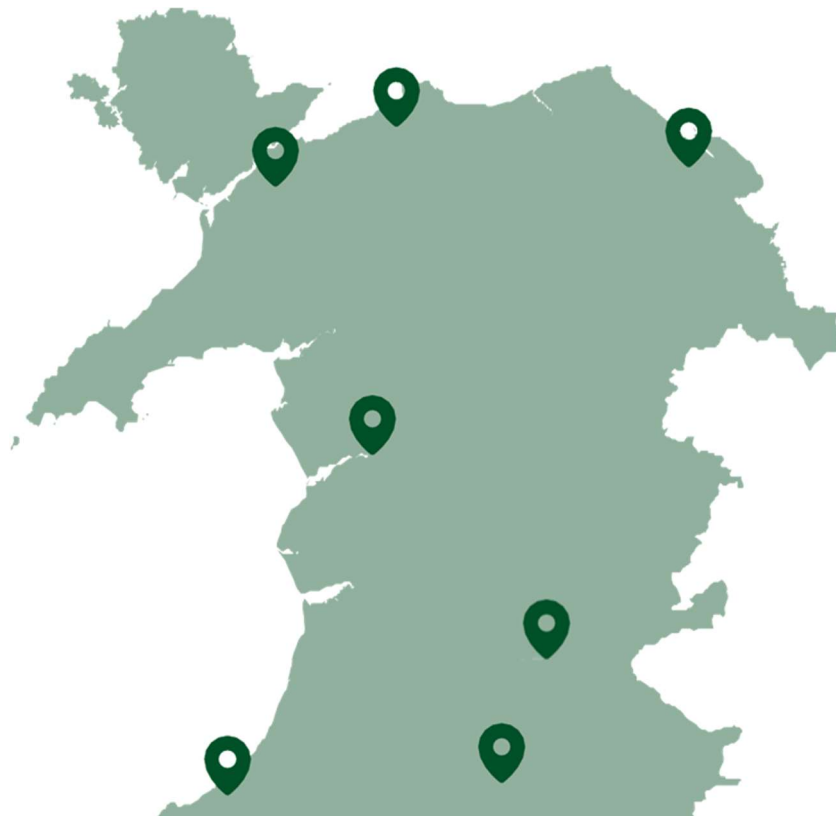
You can contribute to work that will have a lasting positive impact on your local community with an organisation where diversity, equity and inclusion are shared values. We're committed to fostering a work environment that's supportive, respectful, and inclusive, with great opportunities for growth.

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

## 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: Communications Manager

**Salary: £44,711- £46,731**

**Duration: Permanent**

**Location: Aberystwyth, Bangor, Conwy, Halkyn, Llandrindod, Newtown-Hybrid remote working**

**Closing date: 12/06/25 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

Are you a strategic communicator with a passion for public service and high-impact messaging? We are looking for an experienced and proactive Communications Manager to lead the national communications function of Traffic Wales, the Welsh Government's public-facing traffic information service.

Traffic Wales plays a vital role in connecting the travelling public with real-time updates and key transport messages via the Welsh Government's Traffic Management Centres in Conwy and Coryton. As Communications Manager, you will lead the delivery of a pan-Wales communications strategy, ensuring clear, accurate, and accessible information is delivered across digital platforms, campaigns, and public engagement activities.

This is a unique opportunity to shape how millions of people engage with Wales' strategic road network. You will work closely with the Welsh Government, Trunk Road Agents (NMWTRA and SWTRA), emergency services, and a wide range of stakeholders to ensure a unified and responsive communication approach.

The role demands exceptional communication, leadership, and relationship management skills — as well as the ability to operate confidently in a fast-paced, high-profile environment.

Fluency in both Welsh and English is essential. You must also be willing to travel regularly across Wales, including monthly visits to partner sites in Mid and South Wales. This is your chance to apply your creativity, strategic thinking, and public service values in a highly visible and meaningful role that helps keep Wales moving.

A group of construction workers wearing high-visibility orange and yellow safety suits and hard hats are standing on a concrete road surface. In the background, a large crane is visible against a blue sky with scattered clouds. The workers are engaged in a discussion, with one worker pointing towards the right.

# Responsibilities

## 1. Strategic Leadership & Governance

- Provide strategic leadership and direction for the delivery of all Traffic Wales communications across the full trunk road network of Wales.
- Develop, implement, and evaluate a pan-Wales communication strategy aligned with Welsh Government priorities and national transport policy.
- Oversee the continuous development of digital communication channels, including the Traffic Wales website and social platforms.
- Lead internal and cross-regional engagement, particularly between Traffic Management Centres in Coryton and Conwy, to ensure consistent service delivery.
- Foster a culture of innovation, continuous improvement, and alignment with best practice in public service communication.

## 2. Team & Performance Management

- Direct line management responsibility for up to 8 Traffic Wales Communication staff, ensuring strong leadership, supervision, and professional development.
- Develop staff performance objectives and conduct regular reviews to encourage growth and efficiency.
- Oversee staff rotas to ensure the service's operational requirements are met.

## 3. Relationship Development & Management

- Take a lead role in developing and maintaining a strong, collaborative working relationship with both the North and Mid Wales Trunk Road Agent (NMWTRA) and the South Wales Trunk Road Agent (SWTRA), recognising their critical role in the delivery of a coordinated, pan-Wales communications service.
- Work closely with the operational, network management, capital delivery, and Streetworks teams within both Trunk Road Agents to ensure consistent, accurate, and timely communications that reflect regional priorities and national transport objectives.
- Provide expert communications support to joint campaigns, infrastructure projects, and emergency response activities undertaken by NMWTRA and SWTRA.
- Serve as the central communication link between the Welsh Government and the Trunk Road Agents, supporting alignment of strategic messages, policy priorities, and public engagement approaches.
- Travel on a regular (minimum monthly) basis to both NMWTRA and SWTRA offices, ensuring face-to-face engagement, relationship building, and collaborative planning to enhance service delivery across the whole of Wales.
- Promote a culture of trust, openness, and responsiveness across all working relationships, ensuring consistent coordination between partner organisations, particularly during periods of disruption, capital project delivery, or emergency incidents.

#### **4. Crisis Management & Incident Response**

- Act as the lead spokesperson during major incidents, ensuring clear, concise, and bilingual messaging.
- Oversee crisis communication strategies, ensuring swift, accurate, and effective public information dissemination.
- Coordinate media relations during emergencies, including press conferences, interviews, and official statements.
- Ensure alignment with business continuity plans and the multi-agency Media Cell Operating Protocol.

#### **5. Communications Strategy & Stakeholder Engagement**

- Develop and implement measurable communication and engagement plans to promote public awareness, encourage road safety, and support key national campaigns.
- Work collaboratively with key communication contacts in Welsh Government (Strategic Road Network Division, Transport & Communications Teams) to ensure alignment of messaging and delivery of joint initiatives.
- Manage high-quality stakeholder communications targeting:
  - Media outlets and press
  - Local Authorities and elected members
  - Emergency Services
  - Road recovery operators and utilities
  - Professional associations and industry groups
- Approve and oversee press releases, public statements, and media briefings.
- Act as brand guardian for Traffic Wales, ensuring consistency in tone of voice, visual identity, and messaging across all public-facing content.
- Ensure bilingualism and inclusivity in all communications, in compliance with the Welsh Language Standards, Plain English, and Cymraeg Clir guidelines.
- Provide strategic communications support for public-facing campaigns, consultation events, and service updates to maintain a clear and trusted brand presence across Wales.

#### **6. Business Continuity & Service Performance**

- Oversee media activity reports and performance evaluations for senior managers and WG.
- Lead Business Continuity Management within the department, ensuring minimal disruption to communication services during emergencies.
- Identify efficiency improvements in communication workflows, optimising resources to enhance service delivery.
- Produce and analyse digital performance reports, drawing insight from analytics tools to refine strategy, maximise audience engagement, and respond to public trends.



# 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, with the ability to engage diverse audiences effectively.
- Strong leadership skills with the ability to manage, motivate, and develop a communications team in a high-pressure environment.
- Ability to work independently and take initiative while maintaining a collaborative approach with internal and external stakeholders.
- Strong problem-solving skills with the ability to develop creative and practical solutions to complex challenges.
- Ability to manage multiple projects, prioritise competing demands, and meet tight deadlines under pressure.
- High level of professional integrity, discretion, and ethical decision-making.
- Commitment to continuous professional development and staying updated with industry best practices.

## **Qualifications and relevant training**

#### **Essential**

- Degree or equivalent in communications, journalism, public relations or relevant field.

#### **Desirable**

- Membership of a relevant professional body, preferably with Chartered status, e.g. CIPR, CIM, IoIC
- Leadership, coaching, or mentoring qualification, e.g. ILM

## **Relevant experience:**

#### **Essential**

- Experience in a senior communications role, preferably within a public sector, emergency services, or high-profile organisation
- Experience of developing and working to accredited QA procedures e.g. ISO9001
- A minimum 3 years' experience in a similar role.
- Experience in staff management, including team leadership, performance management, and professional development.

- Proven experience in strategic communications planning, crisis management, and reputation management.
- Experience creating targeted content for different audiences, including the public, stakeholders, and employees.

## **Desirable**

- Experience working with press and external media, including acting as an organisational spokesperson.
- Experience in a customer service or complaint-handling role.
- Experience managing a departmental budget effectively.

## **Skills and specialist knowledge:**

### **Essential**

- Proven experience in managing and developing a communications team, providing strategic leadership, coaching, and performance management.
- Strong ability to inspire, motivate, and support staff in a high-pressure environment.
- In-depth knowledge of social media platforms, emerging trends, and digital engagement strategies.
- Strong understanding of public relations, media relations, and reputation management.
- Experience using analytics tools to evaluate communication effectiveness and audience engagement.
- Exceptional writing, editing, and presentation skills tailored to various audiences and communication channels.
- Strong interpersonal skills with experience working constructively across multidisciplinary teams.
- Demonstrated ability to build and maintain relationships with internal and external stakeholders, including government agencies, emergency services, and media organisations.
- Strong understanding of relevant legislation, including the Welsh Language (Wales) Measure 2011, GDPR, and the Freedom of Information Act.

### **Desirable**

- Familiar with relevant local and / or central government procedures
- Good knowledge of Quality Assurance systems
- Knowledge of Local Authority personnel procedures

## **Language requirements:**

### **Essential**

- Able to follow a conversation or discussion through the medium of Welsh and English at a professional level and discuss general everyday topics to present information and express opinions.
- Be able to provide a pre-prepared presentation and respond to any comments and questions on it through the medium of Welsh and English.
- Standard, formal and informal written Welsh and English skills.
- Able to gather information from various sources such as letters, reports, articles, through the medium of Welsh and English to carry out the job.
- Deliver written information with confidence in the form of a letter, a more detailed report and respond to written requests conveying information, ideas and opinions through the medium of Welsh and English. (It is possible to get help to check the language).

# Working for the North & MidWales Trunk Road Agent

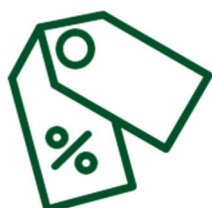
We are committed to developing and supporting our staff.



- 29.5 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