



North & Mid Wales Trunk Road Agent



Communications officer – Traffic Wales service

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 black ink, appearing to read 'Mark McNamara'.

Where we're based

Over 250 employees based across North and Mid Wales.

- Aberystwyth, Ceredigion
- Bangor, Gwynedd
- Conwy
- Dolgellau, Gwynedd
- Halkyn, Wrexham
- Llandrindod Wells, Powys
- Newtown, Powys



Job Title: Communications Officer

Salary: S2 (SCP 18 - 22) £32,482 - £34,709

Duration: Permanent

Location: Conwy, Parc Menai, Halkyn.

The successful applicant will be expected to visit Conwy Traffic Management Centre weekly.

Hours: 37hours (Hybrid Working)

Closing date: 15/06/2026

Application forms and further details available at www.gwynedd.gov.uk or by telephoning 01286 679076.

Do you enjoy a challenge and like variety? If so, then this post may be for you.

We are looking for a Communications Officer to join an exciting and growing team.

[Apply here](#)

Purpose of post

- To assist in managing the day-to-day delivery of the Welsh Governments Public Facing Traffic Wales Communication Service in line with the requirements of Welsh government.
- To assist in developing operating procedures and protocols to support the operation of the service.
- To deputise for the Communications Manager when required during periods of absence or during major incidents or events provide cover for the Traffic Wales Service Communications Co-ordinators
- In the fulfilment of the above duties, to liaise as appropriate with Welsh Government Officers, Partner Authorities and other stakeholders.

Delivering the Traffic Wales Service

Activities will include:

- Acting as the initial point of contact for the service in both Welsh and English languages
- Professionally responding to queries from members of the public and other stakeholders to this service (which is a dedicated '0300' telephone number), as well as via email, to provide a broad range of responses including: network status, roadwork advice, route advice and destination information
- Responding to all emails received
- Liaise with the relevant Police Authorities
- Liaise with North and South Wales control room operators and network management staff and log all enquiries and responses within the Welsh Government Public Enquiries Management database

A group of construction workers wearing high-visibility orange and yellow safety suits and hard hats are standing on a road construction site. In the background, there are hills, a crane, and a road under construction.

Responsibilities

Traffic Wales role

Traffic Wales is the Welsh Government's traffic information service, which the Agent has been tasked with delivering on an all-Wales basis. Traffic Wales is the public link to the Welsh Government's Traffic Management Centres in North Wales (Conwy) and South Wales (Coryton). Welsh Government are seeking to improve the service by expanding information dissemination methods in order to have a significant positive impact on the effective management of the road network.

- Direct line management and functional responsibility of the Traffic Wales Communications Coordinators.
- Responsible for managing the rotas and workload of Traffic Wales Communication Coordinator staff to provide a 7am to 7pm cover and out-of-hour service during significant events.
- Assisting in monitoring the quality and delivery of the Traffic Wales service by Communication Coordinators and by Control Room operators between 7pm and 7am.
- Building security between hours of 7:00am to 7:00pm
- To assist in developing operating procedures, protocols and the Traffic Wales website and system.
- To assist in developing communication channels in order to capture information that is relevant to trunk road operations in Wales.
- To capture traffic and network related information from multiple sources including service providers, NMWTRA Operational and Streetworks staff, Welsh Government and private sector organisations e.g. Google, Tom Tom and Roadworks.org
- To manage the dissemination of relevant information by the communications team to the travelling public through the use of the Traffic Wales website and various social media applications such as X and Facebook
- To respond to travelling public enquiries and complaints through social media, telephone or email.
- To provide the communications link between the Traffic Management Centers in Coryton and Conwy.



Person Specification

Personal attributes

Essential

Excellent communication skills in both Welsh and English 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 and be flexible in meeting changing demands.

Able to lead others and manage and prioritise the work of subordinate staff.

Able to work under pressure and meet tight deadlines.

Qualifications and relevant training

Essential

Minimum of 5 GCSEs to include English, Math's and Welsh.

NVQ level 3 in a Communications based qualification within 2 years of appointment

Desirable

ECDL

Qualification in Communications, Business Studies or another relevant subject

Relevant Experience

Essential

Experience in a customer focussed role

Experience of administration within a busy office environment

Desirable

Experience in supervising a team

Dealing effectively with the public, elected members and Welsh Government enquiries

Skills and specialist knowledge

Essential

Familiar with computerised packages i.e. Windows, Microsoft Office.

The ability to translate in Welsh and English.

Problem solving skills.

Negotiation skills.

Desirable

Familiar with relevant local and / or central Government procedures.

Familiar with Freedom of Information Act 2000 and Data Protection Act 2018.

Language requirements

Essential

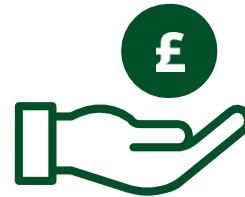
The ability to speak Welsh and English at a higher level is essential for this role.

Working for the North & Mid Wales Trunk Road Agent

NMWTRA is an exciting place to work. We have progressive policies and a commitment to training and development.



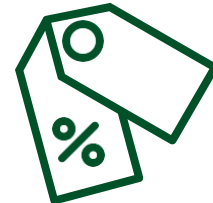
- Annual leave to be advised at time of appointment.



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



- The opportunity to work in beautiful locations across North and Mid Wales including 1 national parks, 50 nature reserves and 1,680 miles of stunning coastline.



- 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 work.



- MEDRA Counselling service - free and confidential counselling service for staff
- Generous maternity, foster, adoption, and shared parental leave