

## Marketing and Communications Executive

**Salary:** £31,113 - £33,114 per annum (Grade 6)

**Contract:** Full-time, Fixed-term from 01 May 2025 to 31 July 2026

We're looking for an experienced communications professional to support our team during an exciting period of change and growth for WJEC.

Working in a fast paced and dynamic environment, you will be responsible for managing our attendance at a variety of key events and awards ceremonies across Wales and England. In addition, the postholder will lead on the creation of our monthly internal newsletter, which will highlight the good work happening across the business through a series of engaging and inspiring articles. The post holder will work closely with the PR and Brand manager to deliver a variety of digital and face-to-face initiatives.

During the contract term, the successful candidate will manage and coordinate a series of key events attendance and award ceremonies. Working closely with departments across the business, you will utilise information/data to produce a broad range of engaging materials (e.g. blogs, advertisements etc) to highlight our work to a range of audiences. We'll welcome their insight and ideas in how we can better shape existing initiatives and explore new opportunities for engagement. This fixed-term contract provides a great opportunity for the role-holder to get exposure to a range of projects and experiences to enhance their onward career.

### About you

As a potential member of the Marketing and Communications department, you will have strong copywriting skills needed to raise awareness and understanding of our work. You'll enjoy event management and will be confident initiating and enhancing relationships with internal and external stakeholders. To truly thrive in the role, you'll be results orientated; independently planning your work to meet multiple and competing deadlines without compromising on quality. Welsh language skills are essential for this role.

### Benefits

At WJEC, we pride in being an inclusive and supportive place to work. Alongside hybrid working, we also offer a range of excellent benefits including: up to 25 days annual leave per year (in addition to 16 statutory / additional holidays), a competitive pension scheme and numerous family friendly policies.

### The contract:

The role is available from 01 May 2025, to cover a period of maternity leave. Weekly working hours are 36.5h per week, Monday to Friday. Whilst there will be occasions where office working is required, we offer a hybrid working environment, allowing the role-holder to balance their time working at home and working in our Cardiff offices.

To find out more about the role, or about working for us, please do not hesitate to contact our HR team ([HR@wjec.co.uk](mailto:HR@wjec.co.uk)) who would be more than happy to answer your questions.

**Closing date: 09:00; Friday 25 April 2025**



245 Western Avenue, Cardiff CF5, 2YX  
 Tel 029 2026 5002 / 5189 / 5015  
 www.wjec.co.uk

## JOB DESCRIPTION

<b>Job title</b>	<b>Marketing and Communications Executive</b>
<b>Department:</b>	Marketing & Communications
<b>Section:</b>	Chief Executive / Strategy
<b>Responsible to:</b>	PR and Brand Manager
<b>Grade:</b>	6
<b>Location:</b>	Western Avenue, Cardiff
<b>Main purpose of Job:</b>	

The post holder will assist the PR & Brand Manager to manage, deliver and evaluate multi-channel marketing and communications strategies to promote WJEC and Eduqas' range of products and services. The role will involve managing our attendance at external events, ensuring return on investment and evidencing achievement of key deliverables e.g. lead generation.

The post holder will have exceptional copywriting skills and will produce our monthly internal newsletter by creating lively and engaging articles to showcase work from across the business. Furthermore, they will support on key aspects of WJEC's internal communication strategy, that will support cultural and behavioural changes within the workforce, to encourage the achievement of shared deliverables for the benefit of the organisation.

## Principal Duties and Responsibilities:

### Event Management

- Manage annual event, exhibition, awards ceremonies and conference schedule worth around £70k, including:
  - Scoping – identifying relevant events, which are aligned with our growth strategy e.g. vocational qualifications, priority subjects etc and enhances our reputation/position.
  - Manage and deliver an effective event schedule, adapting to changing business needs/priorities across Wales and England.
  - Responsive/adaptive to changing business needs and priorities, taking advantage of any last minute/upcoming activities that are aligned with our growth strategy e.g. opportunities within the VQ market.
  - *Responsible for ensuring targeted lead generation activity is built into events attendance*
  - Manage events budget – ensuring value for money, maximise attendance presence and remaining within budget.

- Lead negotiating – discount and additional value from event contracts including activities to enhance brand positioning and presence e.g online advertisement etc, whilst meeting budget constraints
- Stakeholder engagement – identify and influence key colleagues/speakers to ensure attendance at events
- Manage contracts with key events organisers e.g. Geographical Association, British Film Institute, Historical Association, Skills Cymru etc and suppliers e.g. Semaphore – ensuring we maximise our attendance at events and that all requirements/agreements are met.
- Create and commission promotional material for events where necessary e.g. flyers, pop up banners etc. Ensure all material are aligned with brand guidelines and come within budget.
- Autonomy to commission and manage production of materials e.g. flyers, digital advertisements etc that are aligned with key marketing campaigns e.g. Switcher, launch of new qualifications etc and meet budget constraints
- Event promotion – produce and coordinate schedule of promotional activities regarding our event attendance including creating emails, news items, digital/print advertisements, and social media posts
- Marketing materials preparation – collate, box up and dispatch marketing, promotional and product materials to each event
- Event logistics – arrange for event kit (stand, screen, table, etc) to be delivered and collected from each event
- Event evaluation – produce monthly reports on event attendance to PR and Brand Manager, reporting on key KPIs and providing suggestions and recommendations to inform future attendance/event activities.
- Event development – explore and implement continuous improvement to the delivery and effectiveness of our event schedule.

## Copywriting

- Manage and produce engaging and accurate copy for a range of channels and formats e.g. print and online including brochures, postcards, blogs etc.
- Produce copy which is tailored towards the needs of the audiences e.g. teachers, learners, internal stakeholders etc
- Provide copywriting expertise and feedback on key marketing materials e.g. annual review, options evening flyers etc
- Proofreading of online and print materials in both English and Welsh
- Lead on all PR activities for award ceremonies including Moving Images Awards and Innovations Awards, including producing general press releases, regional press releases and social media copy.
- Report and evaluate PR activities for award ceremonies – driving forward improvements for future events to enhance PR opportunities and coverage

## Internal Communication

- Lead and manage the monthly production of our internal newsletter Hwb News – sourcing relevant material from across the business, identifying opportunities to highlight good work/practice.
- Review and improve Hwb News to create material that engage and inspire staff, driving forward continuous improvement.

- Support PR and Brand Manager in evaluation of internal communications activities e.g. annual survey, and lead on feedback actions to embed a culture of continuous improvement.
- Support and lead on internal communication activities e.g. branding exercises, internal events, employee initiatives.
- Lead on the development of guidance and toolkit for internal staff to use branded materials e.g. email signatures.

## **Marketing and Communications**

- Manage and monitor corporate CBAC social media accounts for Facebook and Twitter – producing engaging, timely and relevant posts across the channels that reflect our activities and enhance our offering.
- Produce a schedule of posts, that align with our activities – and ensure increase in followers and engagement across CBAC channels.
- Respond/escalate to external customer enquiries submitted via social media channels.
- Manage WJEC and Eduqas social media accounts in the absence of other members of the team.
- Assist team with delivery of activities to support our Marketing Strategy e.g. idea generation
- Providing copywriting advice and feedback to the wider Marketing Team for various formats e.g. digital blogs, annual review etc.
- Assist PR & Brand Manager with media relations activity including media liaison, arranging Diary Markers for key events etc
- Assist, when required, with Welsh language proofing of output – including emails, and ads.

## **Additional activities**

- Manage all aspects of financial processing for the Marketing team – providing regular reports when required.
- Complete all financial related tasks including setting up vendors, raising purchase orders and ensuring invoices are paid.
- Stock management of promotional printed materials and/or online publications in line with marketing and communications plan.
- Deputise for the PR and Brand Manager when they are out of the office / on annual leave.
- To undertake any other duties that may reasonably be requested appropriate to the grade.
- Confident in oral and written Welsh.

## Person Specification

<b>Job title:</b>	Marketing and Communications Executive
<b>Department:</b>	Marketing & Communications / Strategy

Highly Desirable criteria are the optimum skills and experience the applicant will ideally have. Desirable criteria are those which would add value to the job if present, and also include potential for growth and development into the role.

## Skills and Abilities

### Highly desirable

- Exceptional written and oral fluency in Welsh and English
- Communicate confidently with a wide range of stakeholders including senior managers, journalists and stakeholders.
- Excellent copywriting and editing skills in both English and Welsh.
- Ability to work efficiently and to keep calm when under pressure
- Excellent interpersonal skills – confidently can work well with others, including senior managers to develop effective working relationships
- Ability to influence others, including senior leaders and external partners
- Effective negotiator with external suppliers, using sound judgement and data to ensure best outcomes for WJEC
- Confident in making decisions based on knowledge, data and experience
- Ability to work to several competing deadlines – documenting activities and outcomes
- Manage workload effectively, whilst managing changing circumstances and demands
- Responsive to changing demands and can produce practical solutions
- Key team member, providing support and guidance to others
- Ability to analyse data and feedback and produce solutions to ensure continuous improvement
- Able to think outside the box, constantly seeking creative but workable solutions to complex problems
- Ability to convey complex ideas in a clear and succinct manner to a wide variety of audiences
- Reliable and focused on delivery of services to key internal and external stakeholders
- Understanding of key business priorities and how their work can support these aims and objectives
- Sound understanding of the education market and changes in both Wales and England

### Desirable

- Creativity in approach

## Knowledge

### Highly desirable

- Knowledge and understanding of marketing techniques and activities (including event management, and PR)
- Understanding of social media platforms.
- Knowledge of Welsh and UK-wide media.

### Desirable

- Good understanding and knowledge of WJEC and willingness to learn.

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## Experience

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### Highly desirable

- Events management or co-ordination experience
- Writing copy in Welsh and English
- Managing projects / campaigns

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## Training / Qualifications

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### Highly desirable

- Minimum A level/BTEC or equivalent.

### Desirable

- Graduate with degree in marketing or related subject
- Membership of the Chartered Institute of Marketing (CIM) / or CIPR

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## Other Requirements

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### Highly desirable

- Well organised
- Flexible approach to work
- Self-motivation, able to work effectively with minimal supervision.
- Reliable and punctual.

Telerau ac Amodau Gwasanaeth		Terms and Conditions of Service	
<b>Teitl y Swydd:</b> <b>Job Title:</b>	Swyddog Gweithredol Marchnata a Chyfathrebu/ Marketing and Communications Executive		
<b>Cyflog:</b> <b>Salary:</b>	£31,113 - £33,114 y flwyddyn/ per annum	<b>Gradd:</b> <b>Grade:</b>	6
<b>Gwyliau Blynnyddol:</b> <b>Annual Leave:</b>	25 Diwrnod y flwyddyn. Mae CBAC yn caniatáu 16 o ddyddiau statudol/ychwanegol o wyliau yn ogystal ar hyn o bryd. 25 Days per annum. In addition, the WJEC currently allows 16 statutory / additional holidays		
<b>Pensiwn:</b> <b>Pension:</b>	Gweithredir darpariaeth y Ddeddf Bensiwn Llywodraeth Leol The provision of the Local Government Superannuation Act apply		
<b>Math o Gytundeb:</b>		<b>Contract Type:</b>	
<input type="checkbox"/> Llawn-amser / Full Time <input type="checkbox"/> Rhan-amser / Part Time <input checked="" type="checkbox"/> Llawn-amser Tymor Cyfyngedig / Full Time Limited Term <input type="checkbox"/> Rhan-amser Tymor Cyfyngedig / Part Time Limited Term		<b>Nifer yr oriau yr wythnos</b> <b>No of hrs per week</b> <b>Diwedd y Tymor</b> <b>End of Term</b> 31 Gorfennaf/ July 2026 <b>Diwedd y Tymor</b> <b>End of Term</b> <b>Nifer yr oriau yr wythnos</b> 36.5 <b>No of hrs per week</b>	
<b>Dull Ymgeisio:</b>		<b>Method of Application:</b>	
Dylid anfon ffurflenni wedi'u llenwi ar e-bost at <a href="mailto:ad@cbac.co.uk">ad@cbac.co.uk</a> erbyn <b>09:00; dydd Gwener 25 Ebrill 2025.</b> Completed forms should be sent by email to <a href="mailto:hr@wjec.co.uk">hr@wjec.co.uk</a> by <b>09:00; Friday 25 April 2025.</b>			