



Welsh Refugee Council Job Description

Job title:	Digital Campaigns and Engagement Officer
Report to:	Head of Communications and Engagement
Salary	£22,000 - £27,000 (depending on experience)
Location:	We have a blended approach with office and home working. When working from the office this will be either be our Cardiff or Newport office
Hours:	35 hours per week - Full Time Post Normal office hours are 9:00 to 5:00pm but this role may involve some agreed occasional out of hours' activity and very occasional working away from the office.
Benefits per annum:	<ul style="list-style-type: none">- 25 days leave, increasing by 1 day per annum to a max of 30 days- Up to 2 days paid volunteering leave- Up to 3 days paid carers leave- Up to 5 days paid study leave- 5% pension- Access to company paid counselling support.- Staff led Wellbeing Group; with activities such as fitness dancing, team building quiz events, yoga, and regular weekly Staff Room Chit Chats held virtually during Covid.

We are the Welsh Refugee Council

You will be joining us at an exciting time in our journey, helping us and the sector to support those who are forced to seek safety. With over 30 years' experience, we are trusted by the communities we serve and are seen as the lead organisation in Wales for asylum seekers and refugees.

We are proud that during the Coronavirus pandemic we adapted our services and were able to grow our income significantly. None of our staff were furloughed and this is testament to the adaptability of our staff, the demand for our services and the inequalities that persist in society- that require amazing people to do something about it.

Purpose of the Post

This is a great time to join Welsh Refugee Council, we are currently undergoing a strategic review of how we use social media to campaign and engage in Welsh politics, which you could be part of!

You will work as part of a small Communications and Engagement team, and your role would be to lead on comms, events, and digital campaigns work. Your day-to-day work will involve designing digital campaigns, social media content, updates for our website, internal and external newsletters, handling media enquiries and organising events on behalf of the organisation. You will also be involved with delivering events and supporting those with lived experience to tell their story.

As our Digital Campaigns and Engagement Officer, you will have direct support from our Head of Communications and Engagement with campaign development, content oversight and event organisation.

The ideal candidate will:

- Have experiences of developing digital political campaigns, either in a professional or voluntary capacity.
- Be digitally confident across a variety of social media platforms.
- Have up-to-date knowledge of news/ current affairs, and the ability to translate that knowledge into social media content.
- Be able to work under pressure, to tight deadlines, and able to adapt priorities.
- Have high-level verbal and written writing skills- able to engage and ensure key points are communicated for maximum affect.
- Have previously worked with the press and know how to pitch stories/ develop press releases.
- Be confident in organising and delivering public events, both online and offline.
- Be confident in giving presentations and workshops to a variety of audiences.
- Have energy and warmth, able to engage with those forced to seek safety.

Main Duties and Responsibilities

Digital Campaigning

- You will be expected to develop innovative, data-driven, digital campaigns for a variety of social media platforms.
- You will be expected to update social media daily, by cross-posting original WRC content. And track social media data, to evaluate performance.
- You will be asked to track relevant news and current affairs for content development or

social media posts.

Written work

- You will be expected to be able to write both internal, and external newsletters. We would expect your writing to be engaging and adaptable for a variety of audiences.
- You would be required to develop copy, and reports for a variety of mediums: social media, briefings, and websites. Your written work will fit within our organisational tone of voice.

Press and media

- You will be the first point of contact for all press and media enquiries and will manage the press and media enquiry system.
- You will pitch and develop at least 2 stories per quarter that highlight the stories of those seeking sanctuary.

Engagement

- You will organise and deliver a series of public events, both online and in-person, that raise awareness of migration issues.
- You will be required to give presentations on quarterly trends, issues, and solutions at relevant forums like 'Wales Strategic Migration Partnership', and 'Welsh Refugee Coalition'.
- You will support and empower asylum seekers and refugees to have their voices heard during Refugee Week, Sanctuary in the Senedd, and Meet Your Politician events.

Person Specification

When completing your application- please ensure you provide **examples** of how you meet the essential criteria listed below. You may also want to evidence or reference some of the desirable criteria.

Applicants that do not reference how they meet the essential criteria will not be invited to interview.

Criteria	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience of developing digital campaigns, either professionally or in a voluntary capacity. • Experience of developing original content on behalf of an organisation. • Experience of social media data-analysis, to improve the performance of posts. • Experience of developing news-worthy stories and press releases. • Experience of event organisation and delivery, both in person and online. 	<ul style="list-style-type: none"> • Lived experience as a Refugee to bring added insight to our understanding. • Experience of working with Asylum Seekers and Refugees
Knowledge	<ul style="list-style-type: none"> • Knowledge of: Facebook, Instagram, Twitter, LinkedIn. • Knowledge of Canva and other relevant design packages, e.g. photoshop or Adobe. • Knowledge of the workings of Senedd Cymru/ Welsh Parliament. 	<ul style="list-style-type: none"> • Knowledge of refugee and asylum sector in Wales and/or UK • Knowledge of TikTok. • Knowledge of website development.
Skills	<p>Communications</p> <ul style="list-style-type: none"> • Fluency in English, with high-level written communication skills; to write copy for social media posts, our website, and newsletters. • Writing that can be adapted for a 	<p>Languages</p> <ul style="list-style-type: none"> • Ability to speak a community language, and or/ Welsh. <p>Videography</p> <ul style="list-style-type: none"> • Skilled in video creation and editing.

	<p>variety of audiences and stakeholders.</p> <ul style="list-style-type: none"> • Excellent time management skills, the ability to manage multiple priorities and to work under pressure. • Experience in presenting work and findings to a wide variety of audiences. 	
Behaviours	<ul style="list-style-type: none"> • Motivation - to make change and push creative boundaries • Energy - to create innovative and original work • Confidence - to drive own work plan (supported by line manager) • Analytical - to draw out answers and provide a critical friend to improve practice <p>Other</p> <ul style="list-style-type: none"> • Willingness to work flexible hours as required, to travel and to spend occasional nights away from home. 	

Diversity, Equity, and Inclusion

We welcome and particularly encourage individuals who identify as LGBTQi+, differently abled, women from ethnic minorities, people from various economic backgrounds and people with lived experiences.

If you have lived experience as a refugee, we highly recommend you get in touch with our Education and Employability Officer who will be able to schedule a phone call to discuss British style interviews Chris@wrc.wales .

Our approach to interviews is:

- ✓ We will ask questions about you- to understand your strengths.
- ✓ Our interview questions will be based around the Job Description and Person Specification.
- ✓ We will test key skills that are mentioned in the Job Spec.
- ✓ You will score higher- if you give us **examples** and explain what you did.
- ✓ You will receive the interview questions 1 hour before the interview- to provide reflection time.

Deadline for applications is 16 March 2022

Please submit your application to recruitment@wrc.wales

Applications received after this date, will not be accepted.

Please put the name of the job role in the subject heading of your email.

Invites for interview will be sent by email, and interviews will likely be held **week commencing Monday 4 April 2022.**