



Welsh Refugee Council Job Description

Job Title: Communications and Engagement Officer

Report to: Head of Communications and Engagement

Salary: £24,000 per annum

Location: Hybrid of working from home and working out of our Cardiff office.

Hours: Full-time post: 35 hours per week. Normal office hours are 9:00 am to 5:00 pm. This role may involve occasional out of hours' activity and very occasional working away from the office.

Benefits per annum:

- 27 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 (related to role)
- 5% pension
- Access to company paid counselling support.
- Training, personal and professional development opportunities

We are the Welsh Refugee Council

Recently named WCVA 2023 Organisation of the Year, we have been delivering urgent services to sanctuary seekers for more than 34 years. Founded by and for refugees and sanctuary seekers, we are the leading refugee organisation in Wales, supporting some of the most vulnerable people in society—individuals and families who have made long, dangerous journeys to escape war, persecution, torture, or violence.

Each year we help over 3,800 sanctuary seekers and refugees to build new futures through specialist advice, support, resettlement activities, and advocacy services. We support sanctuary seekers and refugees at the most critical points

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of their lives, and we empower them to have their voices heard.

Our services include advice navigating the complex UK asylum system, referrals to other organisations, support for those entering via the Global, Afghan and Syrian resettlement pathways, help accessing housing and services after a successful asylum claim, volunteering placements, education and employment support, English and Welsh language training, and supervised playgroups for families.

We also advocate on behalf of sanctuary seekers with Welsh Government and the media, using our research and frontline experience to raise awareness of issues and barriers facing people in the system and lobbying for legislative reform and increased investment.

Opportunity

As a key member of our small, busy, passionate Communications, Policy, and Engagement Team, you will be contributing to the wider advocacy work of our organisation. Your role will include promoting our work, fighting misinformation and sharing the lived experiences of the people we support with decision-makers, media, stakeholders, funders and the general public.

Day to day, you will deliver on communications, events, and campaign work. This will include designing social media content, keeping our website up to date and effective, drafting internal and external newsletters, and handling media enquiries. You will also be involved with delivering events and supporting those with lived experience to tell their story. You will plan, create, share and amplify engaging content on a range of platforms to inform, educate, celebrate, and call to action.

This is an exciting time to join the Welsh Refugee Council as we are improving our understanding of issues affecting refugees and how we can advocate to decision-makers and the wider public. You can play a part in making changes that will directly improve their lives.

This role reports to our Head of Communications and Engagement.

The ideal candidate will:

- ✓ Be confident and creative across a variety of traditional and social media platforms.
- ✓ Have an eye for creating engaging graphic design.
- ✓ Have experience creating clear, compelling web content.
- ✓ Be interested in news/current affairs.

- ✓ Be able to work under pressure and to tight deadlines and be comfortable juggling multiple tasks and priorities.
- ✓ Have excellent verbal and written skills in English.
- ✓ Have strong organisational skills to help deliver public and media events, online and in person.
- ✓ Be confident giving presentations and workshops.
- ✓ Have energy, empathy, and warmth to engage with vulnerable sanctuary seekers.

Main Duties and Responsibilities

- You will develop and design creative communications products and campaigns for a variety of traditional printed and digital media, including brochures, posters, social media and web posts, and video.
- You will be responsible for day-to-day posting and monitoring of our website and social media channels. This includes generating statistical reports to track performance and impact.
- You will be responsible for planning and writing various newsletters and scheduled email communications. This includes contributing ideas for content and outreach activities.
- You will be a point of contact for all media enquiries and will manage the media enquiry log and media contact list. Working with your colleagues on the client-facing side, you will also identify stories that can be pitched to media.
- Either on your own or with the support of the team, you will organise and deliver public events, both online and in person, to raise awareness of migration issues in Wales. An example would be our Mythbusting Workshops to educate and build understanding.
- You will support the logistical planning and promotion for our annual Nation of Sanctuary Awards.
- You will help support and empower sanctuary seekers to tell their own stories during Refugee Week, Sanctuary in the Senedd, and other keystone 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. If you wish, **you may include links** or attachments to communications products you have developed such as social media content, brochures, or websites. This is not mandatory.

Applicants who do not demonstrate that they meet the essential criteria will not be invited to interview.

Criteria	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Previous experience working in a communications role (paid or volunteer) • Experience planning and developing communications content for an organisation. • Experience with social media, including monitoring accounts and tracking statistics • Experience identifying and developing news-worthy stories and press releases. • Experience in event organisation and delivery, in person and online. 	<ul style="list-style-type: none"> • Lived experience as a refugee • Experience working with sanctuary-seekers or other vulnerable groups • Experience working in a press office or media relations role • Experience working in the voluntary or charitable sector.
Knowledge	<ul style="list-style-type: none"> • Knowledge of Facebook, Instagram, X/Twitter, TikTok, and LinkedIn, including how to create and post engaging photos and short videos using a cameraphone. • Knowledge of Canva and/or other design packages, e.g. photoshop, In Design, Adobe Pro. 	<ul style="list-style-type: none"> • Communications, Marketing, or a related field qualification. • Knowledge of refugee and asylum sector in Wales and/or UK

	<ul style="list-style-type: none"> • Knowledge of email management platforms such as Mailchimp, Survey Monkey, etc. • Knowledge of Microsoft Office tools (including Teams, Excel, and Power Point) 	<ul style="list-style-type: none"> • Knowledge of basic website design and development (e.g. using Word Press, Drupal or other platform)
Skills	<ul style="list-style-type: none"> • Fluency in English with excellent verbal and written communication skills for a variety of stakeholders and audiences. • Ability to manage multiple priorities and to work under pressure and meet deadlines. • Engaging presentation and networking skills • Ability to work as part of a team 	<ul style="list-style-type: none"> • Ability to speak and write Welsh. • Ability to speak a community language such as Arabic, Kurdish or Ukrainian • Ability to create and edit video.
Behaviours and attributes	<ul style="list-style-type: none"> • Motivation and initiative • Energy and confidence • Calm under pressure • Problem-solving • Creativity • Empathy 	

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.hughes@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.

Disability Confident Scheme

We run a Disability Confident Scheme (DCS) for candidates with disabilities who meet the minimum selection criteria.

Disability Confident employers offer an interview to a fair and proportionate number of disabled applicants that **meet 75% of our essential criteria** set out in the job description. To be considered for an interview under DCS you must have:

- A physical or mental impairment which has a substantial and long term (over 12 months) adverse effect on your ability to carry out normal day to day activities; or a long-term health condition; and
- Demonstrated that you meet all the minimum qualifying criteria set out in the advertisement for the post at the application and testing stages.

How to apply

Please download, complete the **Application Form** from our website **and submit by 10am on 8 April 2024**

Please put the job title you are applying to in the **subject field** of your email and send to recruitment@wrc.wales Applications received after this date, will not be accepted.

Invitations for interview will be sent by email. Interviews will likely be held week commencing Monday 22 April 2024.