



## Welsh Refugee Council Job Description & Person Specification

<b>Job title</b>	<b>Digital Design and Media Officer</b>
<b>Report to</b>	Head of Communications, Engagement and Policy
<b>Salary</b>	£26,000 per annum pro rata
<b>Duration</b>	1 year fixed-term contract/ Secondments welcome.
<b>Hours</b>	21 hours/ 3 days per week. Normal office hours are 9am-5pm, but this role may involve some agreed out-of-hours activity including community events and occasional travel across Wales.
<b>Location</b>	The roles main base is our Cardiff office. 1 day minimum in office.
<b>Annual benefits pro rata</b>	<ul style="list-style-type: none"><li>- 27 days leave, increasing by 1 day pa to a maximum of 30 days</li><li>- Up to 2 days paid volunteering leave</li><li>- Up to 3 days paid carers leave</li><li>- Up to 5 days paid study leave relating to role</li><li>- 5% pension</li><li>- Wellbeing: Access to company paid counselling support and cash back plan for healthcare</li><li>- Enhanced maternity pay</li></ul>

### 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 35 years' experience, we are trusted by the communities we serve and are seen as the lead organisation in Wales for sanctuary seekers and refugees.

You will work with amazing like-minded people- who strive to make a difference every day, and challenge hostile practices that limit people's potential.

We are an award-winning charity, check out our films by clicking [here](#) and [here](#). You'll be trusted to get creative and help us stand out.

You can read our latest work on [our website, news pages](#), and social media



We love improving and we have committed to the following quality marks:



Registered with  
**FUNDRAISING  
REGULATOR**



## Purpose of the post

As our Digital Design and Media Officer, you will play a key role in our small and passionate [Communications, Engagement and Policy Team](#).

You will lead on the creation of high-quality [digital and visual content](#) that promotes our work, supports our campaigns, challenges misinformation and amplifies the lived experiences of sanctuary seekers. Your work will help engage decision-makers, connect with the public, and strengthen relationships with partners, funders and the media.

Day to day, you will design and deliver engaging content across social media, website, email and digital campaigns. This includes producing strong visual assets, short videos, web content and newsletters, as well as supporting events and storytelling opportunities. You will plan, create, publish and evaluate content that informs, educates, celebrates and calls audiences to action.

This is an exciting opportunity to help shape our digital voice and visual identity at a time when our advocacy and public engagement work is growing, and when strong, accessible digital communications can directly improve people's lives.

## The ideal candidate will be:

- ✓ Be confident creating engaging digital and visual content across a range of platforms
- ✓ Have a strong eye for design, layout and visual storytelling
- ✓ Be experienced in creating clear, compelling and accessible web and social media content
- ✓ Be comfortable working to tight deadlines and managing priorities
- ✓ Have excellent written and verbal communication skills in English
- ✓ Have strong organisational skills and be able to support events and campaigns
- ✓ Be confident contributing ideas and presenting content internally or externally
- ✓ Bring empathy, warmth and sensitivity when engaging with people with lived experience

In return, you'll receive a competitive salary, generous annual leave, and the opportunity to test new ideas, develop your skills and make a meaningful impact.

## Major duties and responsibilities

### Digital content & visual design

- Design and produce compelling digital content for social media, web, email newsletters and campaigns (static and motion graphics, short video, infographics)
- Lead development of short-form video, including scripting, shooting, editing and optimisation for key platforms
- Ensure all digital content is accessible, inclusive and follows anti-racism guidelines
- Manage daily scheduling, posting, moderation and community engagement across digital platforms

### Website & SEO

- Write, publish and optimise web content using SEO best practices to increase visibility and accessibility
- Monitor web performance (traffic, search terms, engagement) and make recommendations for improvement

### Analytics & insight

- Use analytics dashboards to track performance and audience behaviour across platforms
- Produce monthly insight reports and refine content strategy based on data
- Apply audience segmentation and trend analysis to tailor content for maximum impact

### Campaigns & storytelling

- Contribute to strategic campaign planning and execution
- Support the design and delivery of storytelling initiatives that centre lived experience with dignity and consent
- Work with colleagues and partners to amplify strategic narratives

### Events & media

- Support online and in-person events with digital content, promotion and post-event coverage
- Work with media partners and internal teams on digital outreach and earned media opportunities

### Tools & innovation

- Champion the use of emerging digital and design tools, while upholding ethical standards
- Stay up to date with trends in UX, accessibility, content formats and platform algorithm changes

## PERSON SPECIFICATION

When completing your application- please ensure you provide **examples** of how you meet the essential criteria listed below. Do not use sweeping statements such as 'I can take initiative', explain by way of examples what you did and how.

When writing your examples, candidates that follow the STAR method, describing the Situation, Task, Action, Result tend to score higher- see guidance here [The STAR method | National Careers Service](#)

**Applicants that do not evidence the essential criteria will not be invited to interview.**

Quality	Essential requirements	Desirable requirements
<b>Experience</b>	<ul style="list-style-type: none"> <li>✓ Experience working in a communications, marketing, digital content or design-focused role (paid or voluntary)</li> <li>✓ Strong experience planning, creating and delivering digital content across social media, websites and email</li> <li>✓ Proven experience creating engaging visual and written content for campaigns and online platforms</li> <li>✓ Experience managing/monitoring social media accounts and using analytics to refine content strategy</li> </ul>	<p>Lived experience as a refugee.</p> <p>Experience working with sanctuary-seekers or other vulnerable groups.</p>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>✓ Knowledge of Facebook, Instagram, TikTok and LinkedIn, including creating short-form visual content</li> <li>✓ High level of competence in Microsoft Office (Teams, Excel, PowerPoint)</li> <li>✓ Strong skills in digital design tools (e.g., Canva Pro, Figma, Adobe CC)</li> <li>✓ Video editing skills (e.g., Premiere Pro, CapCut, DaVinci Resolve)</li> <li>✓ Understanding of email platforms (e.g., Mailchimp, Microsoft 365 marketing tools)</li> </ul>	<p>Basic HTML experience (e.g., WordPress)</p> <p>Use of data dashboards (e.g., Google Analytics / equivalent)</p> <p>Tools for community engagement, scheduling and analytics (e.g., Hootsuite, Sprout, Later)</p>
<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>✓ Strong written and verbal communication skills</li> </ul>	<p>Driving license- you</p>

	<ul style="list-style-type: none"> <li>✓ Excellent visual design and digital content skills</li> <li>✓ Ability to manage multiple tasks and priorities effectively</li> </ul>	may be required to carry event materials from time to time
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>✓ Able to work collaboratively across teams and sectors,</li> <li>✓ Able to anticipate challenges and propose solutions</li> </ul>	

## Diversity, Equity, and Inclusion

We welcome and particularly encourage individuals who identify as LGBTQ+, 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 Team who will be able to schedule a phone call to discuss British style interviews [employment@services.wrc.wales](mailto:employment@services.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 you with 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.

## Safer Recruitment

The Welsh Refugee Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. We follow robust safer recruitment practices, and all roles are subject to appropriate screening, including references and Disclosure and Barring Service (DBS) checks where applicable.

## How to apply?

Please complete our Application Form. Please note CVs will not be accepted

**Please submit your application to [recruitment@wrc.wales](mailto:recruitment@wrc.wales)**

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

**Application deadline: 9 March 2026, 9:00.** Applications received after this date will not be accepted.

Invites for interviews will be sent by email. **Interviews will likely be held on 30 March 2026 at our Cardiff office.**

For further information about what to expect from our recruitment process, please read [our recruitment commitments](#).