



# Communications and Engagement Officer

## Application pack

### About the Society

The Learned Society of Wales (LSW) is Wales' national academy. We champion excellence across all academic fields and beyond. We use the knowledge of the Society's experts to promote research, inspire learning, and provide independent policy advice.

A Royal Charter charity with nearly 500 Fellows, LSW is highly regarded as an authoritative, independent, and credible voice in Welsh public life.

We have recently started to deliver the Society's new five-year strategy. This focuses on four key objectives for the Society:

- 1. Champion research**  
Deliver high-quality events, celebrate excellence, and offer platforms for early-career researchers
- 2. Contribute expertise**  
Coordinate expert responses to consultations, support evidence-based policymaking, and harness our expertise to 'lead the conversation' in key areas
- 3. Promote learning and debate**  
Communicate our Fellows' achievements, support schools and colleges, and develop public discussion of important issues
- 4. Develop the Fellowship**  
Increase Fellows' involvement in our work, elect a wider range of Fellows, and work with organisations that promote diversity

### About this post

The **Communications and Engagement Officer** will play a key role in developing the Society's reach and impact. At the core of the job is our Fellowship – ensuring that their achievements are communicated, that they can engage effectively with the Society, and that our annual call for new Fellows reaches the most diverse audience possible.

The Society is also keen to reach out to people at an earlier stage of their careers, and to schools and the wider public. The Officer will maximise opportunities to reach these audiences, in line with the LSW communications plan currently being developed. They will also take responsibility for the Society's website, social media channels and press coverage, as well as ensuring a strong presence at relevant external events.

The Officer will be based at the Society's office in Cathays Park, Cardiff.



# THE LEARNED SOCIETY OF WALES CYMDEITHAS DDYSGEDIG CYMRU

THE NATIONAL ACADEMY – CELEBRATING SCHOLARSHIP AND SERVING THE NATION  
YR ACADEMI GENEOLAETHOL – YN DATHLU YSGOLHEICTOD A GWASANAETHU'R GENEDL

## Key facts about this role

<b>Salary</b>	<p>Starting salary: £26,243 pro rata</p> <p>The post is offered on an incremental salary scale of £26,243 to £30,395 pro rata. Progression through the scale will be subject to annual review of performance. The first date on which the appointee will be eligible to be considered for progression will be 1 August 2020.</p>
<b>Pension</b>	<p>The post-holder may join the LSW salary sacrifice pension scheme, with the employer and employee each contributing up to 5% of gross salary into the scheme each month.</p>
<b>Line manager</b>	<p>Chief Executive</p>
<b>Employment terms</b>	<p>This is a part-time, fixed term position for 2 years from the date of appointment. An extension may be possible, subject to the Society's written confirmation.</p> <p>Confirmation of the appointment is subject to satisfactory completion of a 3-month probationary period. Following confirmation, the appointment may be terminated by not less than 2 months' notice in writing by either side.</p>
<b>Hours</b>	<p>25 hours per week, usually worked between Monday-Friday. There is scope for flexible working; the pattern of hours will be agreed with the line manager prior to commencement. The appointee will occasionally be required to work during evenings and weekends.</p>
<b>Annual leave</b>	<p>The basic leave allowance is a pro rata proportion of 25 days, to be taken as agreed with the line manager. In addition, the Society provides:</p> <ul style="list-style-type: none"><li>• A pro rata proportion of 3 customary days, on days agreed by the Chief Executive each year</li><li>• 8 public holidays and 4 fixed customary days</li></ul>
<b>Travel</b>	<p>Travel to meetings and events will be required (and costs will be reimbursed), but the role is primarily office-based.</p>
<b>Other allowances</b>	<p>The Society provides enhanced sick pay and maternity pay that exceed the statutory minimum. Details are provided in the staff handbook.</p>



# THE LEARNED SOCIETY OF WALES CYMDEITHAS DDYSGEDIG CYMRU

THE NATIONAL ACADEMY – CELEBRATING SCHOLARSHIP AND SERVING THE NATION  
YR ACADEMI GENEDLAETHOL – YN DATHLU YSGOLHEICTOD A GWASANAETHU'R GENEDL

## Application process

- Applications must be made using the official LSW application form. Please provide all relevant information on the form, as we will not consider CVs or cover letters as part of your application. You must demonstrate how you meet each of the essential criteria in the Person Specification. You should ensure that the final document is saved in Word or PDF format.
- Please also complete the Equal Opportunities Monitoring Form. This form will not be considered as part of the application process and will be treated in accordance with the General Data Protection Regulations (2018).
- Please email your application and Equal Opportunities Monitoring Form to **Martin Pollard, Chief Executive** ([mpollard@lsw.wales.ac.uk](mailto:mpollard@lsw.wales.ac.uk)) by **12.00 noon on 7 February**. If you do not have access to email, you may post your application to: Martin Pollard, Chief Executive, Learned Society of Wales, The University Registry, King Edward VII Avenue, Cathays Park, Cardiff CF10 3NS.
- We will send an email acknowledgement to all applicants. If you do not receive an acknowledgement before 09.00 on 8 February, please contact us. We cannot be held responsible for applications that do not reach us, or that arrive after the deadline.
- If you are shortlisted for an interview, we will contact you directly. **Interviews for the post will be held in Cardiff during the week beginning 18 February**. If you have not been invited to interview within three weeks of the closing date, please consider your application to be unsuccessful.
- The appointment will be made subject to the receipt of satisfactory references. No references will be taken up until a provisional offer of employment has been made.
- For further information about the post, please contact Martin Pollard ([mpollard@lsw.wales.ac.uk](mailto:mpollard@lsw.wales.ac.uk)) to arrange an informal discussion.
- Please note that the Society does not pay for travel expenses for those attending interview (unless they relate to reasonable adjustments).
- The Society reserves the right not to appoint if we determine that none of the candidates meets the required standard.



# THE LEARNED SOCIETY OF WALES CYMDEITHAS DDYSGEDIG CYMRU

THE NATIONAL ACADEMY – CELEBRATING SCHOLARSHIP AND SERVING THE NATION  
YR ACADEMI GENEOLAETHOL – YN DATHLU YSGOLHEICTOD A GWASANAETHU'R GENEDL

## Key responsibilities of the role

The responsibilities of the Communications and Engagement Officer fall into the following four categories.

### Fellowship elections and Society Medals

The Officer will support the annual process to elect Fellows and award medals by:

- Issuing and coordinating the annual calls for Fellowship and medal nominations
- Helping to develop the diversity of the Fellowship and medal winners – working with universities and other partners to promote these opportunities to the widest possible audience
- Devising and maintaining a welcome pack for Fellows, providing helpful information and encouraging strong engagement with the Society's activities
- Ensuring strong internal and external publicity for new Fellows and medal winners

### Ongoing Fellowship support

The Officer will ensure that the Society engages its Fellows effectively by:

- Ensuring effective, sensitive and accessible communication with Fellows – this includes writing and distributing a monthly Fellows' Bulletin
- Working with the General Secretary to support our University Representatives of the Learned Society – helping them to engage local Fellows, publicise events and develop the Society's profile within each university
- Involving Fellows in the activities of the Society and developing new opportunities to capitalise on their expertise

### Wider communications and engagement work

The Officer will have primary responsibility for the Society's communications – ensuring that the activities of the Society and its Fellows are accessible and valued by target audiences. This includes:

- Taking the lead in finalising and delivering the Society's Communications Plan, and providing regular progress reports to the Society's Council
- Developing the Society's brand and voice in line with the 2018-23 Strategy and Communications Plan, and encouraging their consistent use by staff and Fellows
- Developing and maintaining the Society's website – ensuring that is an effective, regularly updated tool for communication, publicity and engagement

- Publicising the Society's events programme to ensure strong participation by existing and new audiences
- Developing the Society's social media profile by providing regular engaging content and actively building audiences
- Maximising the potential of the Society's Annual Review and other publications to engage existing stakeholders and reach new audiences
- Building the Society's external email list (for non-Fellows) and communicating regularly with them
- Strengthening the communications output of Society events by coordinating social media, blogging, photography, videos etc. (this will include attending some events in person)
- Writing media releases and developing productive relationships with print and broadcast media
- Ensuring that communications adhere to the Society's bilingualism policy and that Welsh and English speakers are treated equally as far as possible
- Developing a portfolio of event materials, case studies and stakeholder feedback that demonstrate the Society's impact
- Publicising the Society's work at external events

### **Other responsibilities**

The Officer will also:

- Contribute to development of the Society's strategic plan and annual activity plans
- Carry out other duties as reasonably requested by the Chief Executive

The Officer will be required to take part in regular one-to-one meetings with the line manager to check progress on targets.

## Person Specification

*Please ensure that when you complete the Supporting Statement section of the application form, you demonstrate how you fulfil each of the criteria marked Essential (and those marked Desirable where possible).*

	<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
<b>Knowledge and experience</b>	At least 2 years of experience in comparable communications roles, with evidence of the impact of your work	✓	
	Experience of working strategically – using branding and communications to further an organisation’s mission, profile and objectives	✓	
	Experience of writing engaging content for websites, social media and emails	✓	
	Strong editorial skills, with experience of editing content for publications	✓	
	Knowledge of website content management systems and/or website design		✓
<b>Skills, abilities and attitude</b>	Excellent written and spoken communication skills in English – able to present complex issues in a straightforward manner and for different audiences	✓	
	Excellent written and spoken communication skills in Welsh		✓
	The ability to work accurately and efficiently to fixed deadlines with limited supervision	✓	
	The ability to use initiative to prioritise a range of tasks independently, and to be proactive in solving problems and making suggestions/recommendations for improvement	✓	
	Excellent interpersonal skills – confident, friendly and professional with an ability to develop effective working relationships at all levels (in particular the ability to work within a small, busy team)	✓	
	Strong IT skills, especially in Microsoft Office	✓	
	Additional IT skills, e.g. photo/video editing, desktop publishing		✓
	Commitment to / interest in the Society’s mission and aims	✓	
	Ability to work with students or other volunteers to enhance the Society’s communications capacity		✓
<b>Other</b>	Willingness to travel to venues across Wales for occasional events (some of which will require overnight stays away from home)	✓	