



## Job Specification

<b>Title of Post:</b>	Marketing and Communications Coordinator
<b>Project:</b>	Farming Connect
<b>Location:</b>	Any Mentera office or remotely in line with the hybrid policy
<b>Line Manager:</b>	Marketing Manager
<b>Salary:</b>	£28,806

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## Overall Aim of Post

The aim of this post is to provide support to the Farming Connect Marketing team by:

- Co-ordinating and providing support to the project's marketing and communications team, which will include assisting in the delivery of the programme's marketing and communications targets, ensuring that the service provided is of the highest standard
- Co-ordinating our monthly email bulletins and any other emails that we share with the registered businesses and wider stakeholders and ensuring an accurate record of the work completed for the purpose of evaluation and data sharing.
- Being proactive in supporting the team with wider marketing, communications and public affairs activities
- Being interactive and working independently without supervision

## Main Responsibilities

### Providing information and office support to the project team

- Provide reliable and efficient administrative support and support to the Farming Connect Marketing and Communications team.
- Work very closely with the Social Media Lead to ensure effective implementation of the digital marketing plan
- Develop and design assets on programmes such as Canva and InDesign
- Support with editing video content when required
- Develop and co-ordinate diverse and inclusive campaigns to promote the activities and successes of the programme
- Assist the team in developing the programme brand in copy writing by establishing a consistent tone with compelling stories to encourage participation and develop a consistent communication message across the programme
- Work closely with the programme Designer to develop designs for print, web based and electronic promotional media
- Travel to locations across Wales to attend events, workshops etc when required



- Communicate with relevant external stakeholders
- Collect, present and store all required information in accordance with the scheme's finance and monitoring requirements
- Ensure compliance with appropriate data protection legislation
- Attend meetings and represent the project as required
- Support the Marketing and Events Team Lead to record, collate and analyse client feedback
- Enter data accurately
- Support the Marketing and Events Team Lead with the collation of any relevant paperwork and monitoring data
- Liaise with external partners to co-ordinate activities / events

#### **Other**

- To ensure that standards, in relation to quality, customer service, equality and diversity, health and safety and biosecurity are met
- Undertake other reasonable duties and responsibilities as required
- To represent Mentera as required

### **Skills and Experience**

#### **Essential**

- NVQ level 3 or above, and/or demonstrable experience in a relevant area
- Enthusiasm for the work of the department
- Excellent organisational and co-ordinating skills with the ability to work to tight deadlines
- Excellent interpersonal and administrative skills
- Excellent bilingual verbal and written communication skills (Welsh/English)
- Good proofreading skills
- Ability to assess and deal with enquiries efficiently and promptly
- Able to be creatively self-motivated, and accept responsibility for setting and reviewing priorities for achieving targets, with a clear focus on quality
- Proactive and able to drive things forward efficiently
- Able to work independently or as part of a team
- Excellent IT skills including –Social Media platforms, Windows; Productivity software (email, word processing, spreadsheets, data filing); Safe use of computers and the internet (searching and browsing the web, using websites and online applications)
- If working from home for any length of time, it will be required that you already have a suitable internet connection.
- Full driving licence and use of a car

#### **Advantage**

- Knowledge and understanding of the agriculture, rural and food sectors in Wales
- Demonstrable experience of working in the agricultural or food industry in Wales



- Experience of using systems such as Mailchimp, Canva, InDesign
- Experience of website management, content upload.

## **Additional Information**

If you would like an informal discussion about this post, please contact Sian Tandy on 07932 610 697 or [sian.tandy@mentera.cymru](mailto:sian.tandy@mentera.cymru)

### **The requirements of this role means that it has been categorised as follows:**

- A driving licence and use of a car for business purposes:
  - Not required
  - Desirable
  - Essential ✓
- Welsh language ability:
  - Listening/Speaking: Level 5
  - Reading/Understanding: Level 5
  - Writing: Level 5

*Mentera provides language skills training to every staff member who wishes to develop their use of Welsh.*

## **How to apply**

Applications for this post can be made by completing the enclosed application form and equal opportunities monitoring form and returning them to [swyddi@mentera.cymru](mailto:swyddi@mentera.cymru) by **10 am, 12 November 2024**

## **Interviews**

We will hold the interviews for this position at the Aberystwyth office during week commencing 18 November 2024. If this is not convenient, please state so on your application form.

## **Equality and Diversity Declaration**

Mentera is committed to supporting and promoting equality and diversity and to creating an inclusive working environment. We believe this can be achieved through attracting, developing, and retaining a diverse range of staff from many different



backgrounds. We therefore welcome applicants from all sections of the community regardless of sex, ethnicity, disability, sexual orientation, trans identity, relationship status, religion or belief, caring responsibilities, or age. In supporting our employees to achieve a balance between their work and their personal lives, for most roles we will consider proposals for flexible working or job share arrangements.