



Job Specification

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| Job Title: | Marketing and Project Lead |
| Project | Arwain DGC |
| Line Manager: | Arwain DGC Project Manager |
| Salary: | £36,102 |

Background: Antimicrobial Resistance (AMR) in Animals

The aim of this project, funded through the Welsh Government's Rural Communities – Rural Development Programme 2014–2020, is to tackle antimicrobial resistance in animals and the environment in accordance with the Welsh Government's five-year implementation plan for Antimicrobial Resistance in Animals and the Environment (2019–24).

The project will be delivered by the following partners:

- Mentera
- Welsh Lamb and Beef Producers (WLBP)
- Aberystwyth School of Veterinary Science
- University of Bristol
- Iechyd Da

The project will be led and managed by Mentera.

Mentera is one of Wales' leading independent economic development companies. As well as providing business support programmes and services on behalf of the Welsh Government and other national and regional organisations, we work with commercial clients to plan and provide services in areas such as business support, entrepreneurship and innovation to develop and grow businesses.

Aim of the Role

To create and implement a marketing and communications plan for the project with a specific focus on supporting internal and external communications with the project's stakeholders and partners, the farming industry, and horse owners. The successful candidate will be flexible and able to adapt to any marketing and communication activities as required, based on research, market changes and/or in response to external factors. The role will also be responsible for leading on co-ordinating activities within the programme, and providing support to team members and partners as required, as well as playing a key part in collecting data, e.g. KPIs and quarterly updates, to prepare progress reports for the Welsh Government.



Main Responsibilities

- Collaborate with the Arwain DGC team, including partners, to create a marketing plan for the project
- Lead on supporting the Head of Animal Health to co-ordinate activities within the project to ensure that the programme's targets and objectives are met and communicated internally and externally effectively
- Develop the project's brand and identity, as well as any relevant communication channels
- Manage social media channels and produce copy for the project's website
- Lead towards achieving the programme's marketing and communication targets, ensuring that the service provided is of the highest standard
- Manage, monitor and keep accurate records of the programme's outputs for the purposes of reporting the entire programme to stakeholders, partners and crucially to the Welsh Government
- Assist in the design, implementation and evaluation of the programme's marketing and communications activities
- Manage, motivate and develop the Finance and Administrative Officer and support other members within the team and partners
- Copywriting and editing, ensuring all press releases, digital/social media campaigns, including web and print media, factsheets, technical publications and articles, are produced accurately and timely, in line with funder guidelines
- Conscientiously proofread copy, ensuring that any errors or queries regarding grammar, spelling, punctuation, style and/or accuracy are identified and corrected, together with ensuring that the project's brand is presented and communicated consistently
- Work closely with Mentera's marketing team to avoid duplication and improve the delivery of key messages
- Collaborate with other key stakeholders, particularly the project's partners and the Industry Stakeholder Group to ensure that key marketing information is delivered effectively
- Maintain a library of the project's publications
- Assist in presenting a portfolio of events and exhibitions in a professional manner, both locally and nationally, ensuring an interesting and relevant content schedule
- Collaborate with the local, regional and national media, handling inquiries as required
- Carry out specific market research tasks and provide guidance to external contractors
- Continuously test, measure and evaluate the programme's marketing and communication activities, ensuring that reports are created and distributed to the relevant stakeholders



- Monitor, review and report on communications and marketing outputs, expenditure and performance in line with the programme's requirements, including creating and maintaining effective management systems to meet relevant Audit requirements

Other

- Ensure that procurement, quality, customer service, equality & diversity, Health & Safety, and biosecurity standards are met
- Accept other duties and responsibilities and represent Mentera as required

Skills and Experience

Essential

- Education up to a degree level, or equivalent, in a relevant subject such as marketing, communications, business or a similar field, or experience in a marketing, communications and/or events role
- To be able to demonstrate experience of assisting with the development, implementation and evaluation of integrated marketing and communications plans effectively
- Experience of supporting and co-ordinating projects and reporting back on their progress to different audiences, e.g. government, project partners, vets and farmers.
- Experience of writing clear, accurate and detailed copy for print and/or digital publications relevant to the audience and within specific guidelines
- Proofreading skills
- Experience of managing a business' social media, running advertising campaigns on Facebook and Instagram, and preparing reports to clearly show the results of the digital campaigns
- Experience of updating content for the web
- The ability to think creatively to maximise marketing and communication opportunities
- Developed networks with the media in Wales
- To be able to test, measure and evaluate marketing and communication activities effectively
- Experience of producing clear, accurate and detailed evaluation reports that are relevant to the audience
- Excellent research skills with the ability to analyse the brief, complete research projects, and write research reports
- Excellent organisational and co-ordination skills with the ability to work to tight deadlines
- The ability to enter data correctly and store data in accordance with relevant Data Protection regulations



- The ability to integrate new services and incorporate advice and feedback from stakeholders
- To be able to motivate oneself in a creative way, and accept responsibility for setting and reviewing priorities in order to achieve targets with a clear focus on quality
- To be able to work well as a team member with a proactive attitude and the confidence to lead and guide other staff where necessary
- Excellent bilingual oral and written communication skills (Welsh/English)
- Advanced IT skills including with programs such as Word, Excel, PowerPoint, Publisher, Email, Databases and the Internet
- Full driving license and use of a car (Wales-wide travelling may be required)

Desirable

- A relevant professional qualification, such as that of The Chartered Institute of Marketing
- Knowledge and understanding of the agricultural and equine sectors in Wales
- Experience of using programs such as Canva, ChatGPT, Google Gemini, Adobe Creative, Illustrator, Photoshop and InDesign
- Line management experience
- Experience of organising exhibitions and high-profile events
- Demonstrable experience of working in the agriculture and/or animal health industry in Wales

Additional Information

If you would like an informal chat about this role, please contact Dewi Hughes on 07455 733 575 or Sian Tandy on 07932 610 697

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 by 10am, Wednesday, 28 May 2025.

Interviews

We will hold the interviews for this position at the Aberystwyth office, on Thursday, 5 May 2025. If this date 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.