



威尔士华人协会 / Chinese In Wales Association / Cymdeithas Tsieiniaidd Yng Nghymru  
2nd Floor, Arts Wing, Swansea Grand Theatre, Singleton Street, Swansea, SA1 3QJ  
01792-469919 // info@chineseinwales.org.uk // www.chineseinwales.org.uk  
微信公众号：威尔士华人圈 // Facebook, Twitter, Wechat #Chineseinwales

<b>Job reference No.</b>	<b>V-F230804</b>
<b>Job Title:</b>	<b>MARKETING AND COMMUNICATIONS OFFICER</b>
<b>Employer:</b>	Chinese In Wales Association
<b>Location:</b>	Swansea head office and remote working
<b>Contract:</b>	Freelance contract for services September 2023 – June 2024
<b>Project:</b>	OUR STORIES – Collecting the oral histories of the Chinese community in Wales
<b>Salary:</b>	£140 per day, 70 days available during the length of the contract, details to be agreed
<b>Reporting to:</b>	Project Manager



## Job Description

### Job Purpose/Role Summary

The Marketing and Communications Officer role will be responsible for developing and implementing strategies to promote an oral history project and its related activities. The Marketing and Communications Officer will collaborate with project stakeholders to identify and engage target audiences, share key information and create content for various communication channels, including social media, email newsletters, website, and media outlets.



### Key Responsibilities

- Develop and execute a marketing and communications plan for the oral history project.
- Collaborate with project stakeholders to identify target audiences and develop information sharing to promote and engage people with the project.
- Build and maintain external partnerships and develop relationships with media partners and funding organisations to promote and support the project.
- Create and manage content for the project website, social media channels, email newsletters, and other communication channels.
- Produce and disseminate press releases, media advisories, and other materials to local and national media outlets.
- Monitor and analyse project metrics to evaluate the effectiveness of marketing and communications strategies and recommend improvements.
- Stay up to date on trends and best practices in marketing and communications for oral history projects and related fields.

Any other duties commensurate with the role.

### Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>• Degree in marketing, communications, public relations, or a related field</li> </ul>	
Experience	<ul style="list-style-type: none"> <li>• 2 years' experience of working in marketing, communications, or public relations</li> <li>• Demonstrated experience of developing and implementing marketing and communications plans and strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in a third sector or cultural institution</li> </ul>



	<ul style="list-style-type: none"> <li>• Experience of working with and delivering communication to and on behalf of diverse ethnic communities</li> <li>• Experience with social media, email marketing, and website content management systems</li> </ul>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge of best practices in media relations and press release writing</li> <li>• Familiarity with oral history projects and related fields preferred</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Chinese culture</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Ability to work independently and collaboratively with a variety of stakeholders, including project staff, volunteers, and community partners</li> <li>• Excellent written and verbal communication skills</li> </ul>	
<b>Attitude</b>	<ul style="list-style-type: none"> <li>• Positive attitude with a can-do mindset</li> <li>• Strong work ethic and ability to work under pressure</li> <li>• Flexibility and adaptability to changing circumstances</li> <li>• Cultural sensitivity and appreciation for diversity</li> </ul>	



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This job description and person specification is not exhaustive and serves only to highlight the main requirements of the post holder. The job description will be reviewed regularly and may be subject to change for the purpose of the funded project.

As an equal opportunities employer CIWA is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join CIWA.

We welcome applications from self-employed individuals interested in this role, and are open to discussing employment options including job sharing and being employed under the payroll. Please indicate your preference when applying for the role.

To apply, please email your CV and cover letter to [hr@chineseinwales.org.uk](mailto:hr@chineseinwales.org.uk)

**Closing Date for the application: 28<sup>th</sup> August 2023**



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<b>Cyfeirnod swydd Rhif</b>	<b>V-F230804</b>
<b>Teitl y Swydd :</b>	<b>SWYDDOG MARCHNATA A CHYFATHREBU</b>
<b>Cyflogwr :</b>	Cymdeithas Tsieineaidd yng Nghymru
<b>Lleoliad :</b>	Prif swyddfa Abertawe a gweithio o bell, teithio ledled Cymru os oes angen
<b>Contract:</b>	Contract llawrydd ar gyfer cynnig gwasanaeth rhwng Awst 2023 - Mehefin 2024
<b>Prosiect:</b>	EIN STRAEON - Casglu hanesion llafar y gymuned Tsieineaidd yng Nghymru
<b>Ffi :</b>	£140 y diwrnod, 70 diwrnod ar gael yn ystod hyd y cytundeb, manylion i'w cytuno
<b>Adrodd i :</b>	Rheolwr Prosiect



## Disgrifiad Swydd

### Pwrpas y Swydd / Crynodeb o'r Rôl

Bydd y Swyddog Marchnata a Chyfathrebu yn gyfrifol am ddatblygu a gweithredu strategaethau i hyrwyddo prosiect hanes llafar a'r weithgareddau cysylltiedig. Bydd y Swyddog Marchnata a Chyfathrebu yn cydweithio â rhanddeiliaid y prosiect i nodi ac ymgysylltu â chynulleidfaoedd targed, rhannu gwybodaeth allweddol a chreu cynnwys ar gyfer amrywiol sianeli cyfathrebu, gan gynnwys cyfryngau cymdeithasol, cylchlythyrau e-bost, gwefan a'r cyfryngau.



### Prif Ddyletswyddau

- Datblygu a gweithredu cynllun marchnata a chyfathrebu ar gyfer y prosiect hanes llafar.
- Cydweithio â rhanddeiliaid y prosiect i nodi cynulleidfaoedd targed a datblygu trefniadau rhannu gwybodaeth i hyrwyddo ac i ymgysylltu pobl â'r prosiect.
- Adeiladu a chynnal partneriaethau allanol a datblygu perthnasoedd gyda phartneriaid cyfryngau a sefydliadau ariannu i hyrwyddo a chefnogi'r prosiect.
- Creu a rheoli cynnwys ar gyfer gwefan y prosiect, sianeli cyfryngau cymdeithasol, cylchlythyrau e-bost, a sianeli cyfathrebu eraill.
- Cynhyrchu a lledaenu datganiadau i'r wasg, gwahoddiadau i'r cyfryngau, a deunyddiau eraill i'r cyfryngau lleol a chenedlaethol.
- Monitro a dadansoddi metrigau prosiect i werthuso effeithiolrwydd strategaethau marchnata a chyfathrebu ac i argymhell gwelliannau.
- Cael y wybodaeth ddiweddaraf am dueddiadau ac arferion gorau mewn marchnata a chyfathrebu ar gyfer prosiectau hanes llafar a meysydd cysylltiedig.
- Unrhyw ddyletswyddau eraill sy'n gymesur â'r rôl.

### Manyleb Person

	Hanfodol	Dymunol
Cymwysterau	<ul style="list-style-type: none"><li>• Gradd mewn marchnata, cyfathrebu, cysylltiadau cyhoeddus, neu faes cysylltiedig</li></ul>	<ul style="list-style-type: none"><li>•</li></ul>



<b>Profiad</b>	<ul style="list-style-type: none"><li>● 2 flynedd o brofiad o weithio ym maes marchnata, cyfathrebu neu gysylltiadau cyhoeddus</li><li>● Profiad amlwg o ddatblygu a gweithredu cynlluniau a strategaethau marchnata a chyfathrebu</li><li>● Profiad o weithio gyda, a chyfathrebu â, ac ar ran, cymunedau ethnig amrywiol</li><li>● Profiad gyda chyfryngau cymdeithasol, marchnata e-bost, a systemau rheoli cynnwys gwefannau</li></ul>	<ul style="list-style-type: none"><li>● Profiad o weithio o fewn y trydydd sector neu sefydliad diwylliannol</li></ul>
<b>Gwybodaeth</b>	<ul style="list-style-type: none"><li>● Gwybodaeth am arferion gorau ym maes cysylltiadau â'r cyfryngau ac ysgrifennu datganiadau i'r wasg</li><li>● Byddai'n fanteisiol eich bod yn gyfarwydd â phrosiectau hanes llafar a meysydd cysylltiedig</li></ul>	<ul style="list-style-type: none"><li>● Gwybodaeth am ddiwylliant Tsieineaidd</li></ul>
<b>Sgiliau</b>	<ul style="list-style-type: none"><li>● Y gallu i weithio'n annibynnol ac ar y cyd ag amrywiaeth o randdeiliaid, gan gynnwys staff prosiect, gwirfoddolwyr a phartneriaid cymunedol</li><li>● Sgiliau cyfathrebu ysgrifenedig a llafar rhagorol</li></ul>	
<b>Agwedd</b>	<ul style="list-style-type: none"><li>● Agwedd gadarnhaol gyda meddylfryd gallu gwneud</li><li>● Moeseg waith gref a'r gallu i weithio dan bwysau</li></ul>	



	<ul style="list-style-type: none"><li>● Hyblygrwydd a'r gallu i addasu i amgylchiadau sy'n newid</li><li>● Sensitifrwydd diwylliannol a gwerthfawrogiad o amrywiaeth</li></ul>	
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Nid yw'r disgrifiad swydd a manyleb y person yn hollgynhwysfawr - maent er mwyn amlygu prif ofynion deiliad y swydd. Bydd y disgrifiad swydd yn cael ei adolygu'n rheolaidd a gall fod yn destun newid at ddiben y prosiect a ariennir.

Fel cyflogwr cyfle cyfartal, mae CIWA wedi ymrwymo i drin yn gyfartal yr holl weithwyr presennol a darpar weithwyr ac nid yw'n cydoddef gwahaniaethu ar sail oedran, anabledd, rhyw, cyfeiriadedd rhywiol, beichiogrwydd a mamolaeth, hil neu ethnigrwydd, crefydd neu gred, hunaniaeth o ran rhywedd, neu briodas a phartneriaeth sifil.

Ein nod yw cael gweithle amrywiol a chynhwysol ac rydym yn annog yn gryf ymgeiswyr â chymwysterau addas o ystod eang o gefndiroedd i wneud cais ac i ymuno â CIWA.

Rydym yn croesawu ceisiadau gan unigolion hunangyflogedig sydd â diddordeb yn y rôl hon, ac rydym yn barod i drafod opsiynau cyflogaeth gan gynnwys rhannu swydd a chael eich cyflogi o dan y gyflogres. Nodwch eich dewis wrth wneud cais am y rôl.

I wneud cais, e-bostiwch eich CV a llythyr eglurhaol i [hr@chineseinwales.org.uk](mailto:hr@chineseinwales.org.uk)

**Dyddiad cau ar gyfer ceisiadau: 28ain o Awst 2023**