



Join our team as Marketing & Press Coordinator

Fixed Term Contract

Maternity Cover

Location	Hours	Salary	Closing Date
Llanelwedd, Builth Wells, Powys with flexible/hybrid option	Full-time July 2024 - August 2025, negotiable	Circa £24,000 p.a.	Tuesday 30th April 2024

The Opportunity

We are looking for a creative, dynamic and motivated Marketing & Press Coordinator to join our team playing a central role in the promotion and communications for the Royal Welsh Agricultural Society and events; including the Royal Welsh Show, Winter Fair and Smallholding & Countryside Festival. This is an opportunity covering a maternity leave absence.

About Us

Established almost 120 years ago, but with a firmly modern outlook, the Royal Welsh Agricultural Society occupies a unique place in the rural and cultural landscape of Wales. As a registered charity, our core aim is to promote sustainable agriculture, horticulture, forestry, conservation and the environment in Wales. We deliver on these objectives by staging three major events annually, alongside a number of awards, bursaries and scholarships.

In addition to our own events, we host a number of third-party events on our 150-acre showground, generating key income to underpin our charitable work.

Looking ahead the Society, like all organisations, will need to evolve to remain relevant. We have a number of exciting projects in the pipeline and a drive to embrace change and grow the success of our events.

Therefore, the Marketing & Press Coordinator is a crucial member of the Society's Marketing Team, reporting to the Head of Business Development. Working closely with the Marketing and Social Media Officer, the Staff team, the Society's Marketing and Communications Committee and liaising with key media stakeholders.

Key Responsibilities

The role is both broad and varied; covering all aspects of Marketing and public relations for the Society and the three major events and will include:

- Delivering a bilingual and vibrant communications plan through presentations, press releases and newsletters.

- Liaising with and answering enquiries from the media, public, and other partner organisations.
- Continually developing the Society's Website and App.
- Facilitating press requirements at events.
- Liaising with television, radio, and press officials.
- Producing effective campaigns to build engagement, enhance the Societies profile with an objective to increase revenue.
- An opportunity to be innovative, creative in concepts with the aim of promoting all aspects of the Society including events, charitable involvement, recruitment.
- Imaginative in designing, presentation with excellent vocabulary for content within leaflets, reports, brochures etc.
- Have an awareness of working within budgets and adhere to critical timescales.
- Has the ability in effective communication working alongside a cross section of personnel, including high profile influencers.

This is a unique role, with great opportunities, and we are looking for someone to join the team as an interim measure whilst covering maternity leave.

We are a small team and there will be tasks that fall outside of the above key responsibilities. Therefore, you will need to be flexible and willing to adapt to requirements.

You need to be passionate and committed to the long-term success of the Society whilst being able to work under pressure, handle multiple priorities, be creative and meet deadlines.

About You

The position reports directly to the Head of Business Development and the following attributes are important personal qualities for the role. It is appreciated that a single candidate may not possess them all. However, please use your application to demonstrate how your experience, skills and knowledge can meet the requirements of fulfilling this role.

Experience

- Proven track-record in creative writing.
- Demonstrate a strong interest in the media and good knowledge of press contacts.
- Managing and coordinating events and activities.
- Adhering to set budgets.
- Proven track record of excellent teamwork.
- Ability to work in an organised and pro-active manner.
- A recognised qualification in Marketing and/or suitable Marketing experience in a relevant role.

Skills and knowledge

- Excellent design skills.
- Proficiency in IT, using creative design software (Canva) and websites (Word Press).
- Innovation and creativity.
- Attention to detail and to be organised.
- Excellent communication skills, both orally and in writing.
- A friendly, approachable, and confident manner.
- The ability to work on own initiative as well as within a team.
- Ability to converse in English and Welsh (desirable).

Cymdeithas	Royal
Amaethyddol	Welsh
Frenhinol	Agricultural
Cymru	Society

Essential information



- Proof of right to work in the UK.

To discuss the post informally, applicants are encouraged to contact the Head of Business Development, Clare James (clare@rwas.co.uk).

To apply for this role, please send a CV and covering letter to Caron W Evans, Head of Administration (recruitment@rwas.co.uk).

The closing date for applications is **12 midday on Tuesday 30th April 2024**.

Interviews will be held on **Thursday 9th May 2024**.

GENERAL TERMS & CONDITIONS OF EMPLOYMENT

Full-time hours:	36.25 hours per week. Hybrid and flexible method of working is possible as agreed with the Line Manager.
Additional hours:	The post-holder will be required to work additional hours in preparation for the charity's 3 events.
Holidays:	24 days per annum plus normal public holidays pro rata.
Benefits:	The 2011 Pension Act will apply.
