

Cymdeithas  
Amaethyddol  
Frenhinol  
Cymru

Royal  
Welsh  
Agricultural  
Society



## Join our team as Marketing & Social Media Officer

Location	Hours	Salary	Closing Date
Llanelwedd, Builth Wells, Powys with flexible/hybrid option	Full-time	Circa £27,000 p.a. plus, a generous benefits and pension package	Tuesday 10 <sup>th</sup> October 2023

### The Opportunity

We are looking for a creative, dynamic and motivated Marketing & Social Media Officer to join our team playing a central role in the promotion and branding for the Royal Welsh Agricultural Society and events; including the Royal Welsh Show, Winter Fair and Smallholding & Countryside Festival.

### 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 & Social Media Officer is a crucial member of the Society's Marketing Team, reporting to the Head of Business Development. Working closely with the Marketing and Communications Press 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 for the Society and the three major events and will include:

- Executing a bilingual and vibrant Social Media plan; through Facebook, Instagram, Twitter, LinkedIn, TikTok and Youtube.
- Designing content using InDesign for adverts, leaflets, reports, brochures, banners.
- Creating visual graphics and videos to promote the Society's activity.
- Producing effective campaigns to build engagement and increase revenue.

- Promoting all aspects of the Society including events, charitable involvement, recruitment.
- Analysing statistics across all social platforms to monitor reach and advance engagement.
- Working to budgets and timescales.
- Working with a cross section of staff and liaising with high profile influencers including Social Media influencers.

This is an exciting role, and we are looking for someone to join the team for the long-term and be a central part of the Society and its future.

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 of managing social media platforms and building engagement.
- Experience in creating social media content ie. reels/videos.
- Ability to create engaging content for online and print.
- 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 (inDesign and Canva) and social media platforms.
- Innovation and creativity.
- Attention to detail and to be organised.
- Excellent communication skills in Welsh and English, 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 (essential).

### **Essential information**

- Proof of right to work in the UK.

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

The closing date for applications is **12 midday on Tuesday 10<sup>th</sup> October 2023**.

Interviews will be held on **Thursday 26<sup>th</sup> October 2023**.

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#### 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. TOIL will be considered and will be at the discretion of the line manager.
- Holidays: 24 days per annum plus normal public holidays.
- Benefits: The 2011 Pension Act will apply. Health Care, Life Insurance and support on long term sick will be provided on successful completion of a probationary period.
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