Cymdeithas Amaethyddol Frenhinol Cymru

Royal Welsh Agricultural Society

Join our team as a Marketing & Communications Press Officer

Fixed Term Contract

(Maternity Cover)

Location	Hours	Salary	Closing Date
Llanelwedd, Builth Wells, Powys with flexible/hybrid option	Full-time	Circa £30,000 p.a.	Monday, 16 November 2026

The Opportunity

We are looking for a creative, dynamic and motivated Marketing & Communications Press Officer to join our team playing a central role in the promotion and communications for the Royal Welsh Agricultural Society and its flagship events; including the annual Royal Welsh Show and Winter Fair. This is an opportunity covering maternity leave and is expected to start from 4th January 2027 until 17th December 2027. An earlier start would also be desirable, but not essential.

About Us

Established over 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 two major events annually, alongside a number of awards, bursaries and scholarships.

In addition to our own events, we host several 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 several exciting projects in the pipeline and a drive to embrace change and grow the success of our events.

Therefore, the Marketing & Communications Press Officer is a crucial member of the Society's Marketing Team, reporting to the Chief Executive. Working closely with the Marketing and Social Media Officer, the Staff team, the Chair of the Society's Marketing and Communications Committee and liaising with key media/press stakeholders.

Key Responsibilities

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

- Develop and deliver a dynamic bilingual marketing and communications strategy to promote the Society, its events, charitable activities and wider work.
- Plan and deliver effective marketing campaigns that build audience engagement, enhance the Society's profile and support attendance, membership, sponsorship and recruitment objectives.
- Produce high-quality written content for a range of channels, including press releases, advertisements, brochures, leaflets, reports, newsletters and digital platforms.
- Manage relationships with the media, responding to enquiries from journalists, members of the public and partner organisations in a professional and timely manner.
- Liaise with television, radio, print and online media, arranging interviews and media opportunities as required.
- Coordinate and facilitate media operations at Society events, ensuring press requirements are met and media representatives are appropriately supported.
- Oversee and maintain the Society's website and mobile app, ensuring content remains accurate, engaging and up to date.
- Create innovative and creative marketing concepts that effectively showcase all aspects of the Society's work and strengthen its public profile.
- Work collaboratively with colleagues, volunteers, committees, sponsors and external stakeholders, building strong professional relationships across a wide range of audiences.
- Engage confidently with senior stakeholders, public figures, ambassadors and influencers in support of the Society's communications objectives.
- Ensure all marketing and communications activities are delivered within agreed budgets and to critical deadlines.
- Demonstrate excellent presentation, design and copywriting skills, with a strong command of language and attention to detail.

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 Chief Executive, 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

- Creative, innovative and proactive.
- Excellent written and verbal communication skills.
- Strong organisational and project management abilities.
- Confident dealing with the media and representing the Society in public-facing situations.
- Able to manage multiple projects simultaneously and work effectively under pressure.
- A genuine interest in agriculture, rural affairs and the charitable objectives of the Society.
- The ability to converse and write in Welsh is desirable, but not essential.

Essential information

- Proof of right to work in the UK.

To discuss the post informally, applicants are encouraged to contact the Head of Administration; Caron W Evans (caron@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 noon on Monday, 16th November 2026.**
Interviews will be held in December 2026**.**

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 two events.
Holidays:	24 days per annum plus normal public holidays pro rata.
Benefits:	The 2011 Pension Act will apply.
