# International Digital Content & Communications Officer

## Role Description

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| Salary grade: |  | C |
| Reference number: |  | IDCO |
| Team: |  | Wales Arts International  |
| Reporting to: |  | Head (Wales Arts International) |
| Line managing: |  | No line management responsibility  |
| Location: |  | Cardiff  |
| Travel: |  | Frequent |

### The Arts Council of Wales

Arts Council of Wales is an independent charity, established by Royal Charter in 1994. It is a Welsh Government Sponsored Body whose members are appointed by the Welsh Government.

The Welsh Government provides the majority of our funding. We also distribute funding from the National Lottery and raise additional money for the arts where we can from a variety of public and private sector sources.

We’re ambitious for the arts in Wales. Our vision is of a creative Wales where the arts are central to the life and well-being of the nation, making our country an exciting and vibrant place to live, work and visit. The success of our vision depends on the imagination and creativity of our artists, the quality of their work and the efforts that are made to reach out to and inspire audiences. We work to create the environment in which ambitious, enterprising artists can grow and flourish, where as many people as possible enjoy and take part in the arts.

### Our values

As a public body we’re expected to uphold the highest standards of accountability and openness. We also value creativity and innovation. Our staff often work together in groups and teams to achieve our programmes of work. We place particular emphasis on flexible, collaborative working and support our staff to nurture and develop these skills.

### Our International ambitions

Wales Arts International (WAI) is the international agency for the Arts Council of Wales and works closely with Welsh Government’s team Cymru Wales and brand on international cultural relations and campaigns as well as with British Council. In 2023 there will be a focus on the Year of Wales in France. WAI is a gateway between the arts in Wales and the world. A think-do tank for Arts Council and the arts in Wales, WAI provides professional expertise and leadership to help Arts Council to research, test and deliver its international priorities within the context of the Wellbeing of Future Generations Act.

The key engagement objectives and purpose of WAI is to:

* ensure Welsh artists engage internationally;
* help develop and enrich artistic practice and ambition;
* grow new global opportunities for the arts and culture of Wales;
* invest in artistic collaborations that inspire and connect people and communities.

### About this role

The International Digital Communications Officer will assist in delivering the international audience engagement plan delivered by WAI on behalf of Arts Council of Wales in close cooperation with the Communications team. This dedicated international role is to ensure that we are actively promoting an accurate and positive understanding the arts and culture of Wales to our international and national audiences identified in the International Audience Engagement Plan with and on behalf of Welsh Government. It will also work closely on hosting international events with and on behalf of Welsh Government both in Wales and abroad.

The International Digital Communications Officer will exploit all aspects of traditional and new technology used in a variety of geographic areas to ensure that we communicate with a wide diversity of audiences in priority countries as well as in the UK. The officer will work with the communications teams of our partners within the UK on Arts InfoPoint UK.

The International Digital Communications Officer will sit within WAI. The role will support the Head of Wales Arts International to deliver the International Strategy of Arts Council of Wales and will contribute towards developing and delivering the international audience engagement plan with the International Programme Group.

The post will be line managed by WAI but will maintain close links with the Communication team, attending the communication team’s weekly team meeting.

The officer will assist in the delivery of the Arts Council of Wales/ Wales Arts International’s International Audience Engagement Plan and activities; and, to actively generate stories on WAI’s website and its social media channels and generate information that increases our audience’s knowledge of the international reach and impact of the arts in Wales.

The International Digital Communications Officer will be expected to use on-line and social media, broadcast and print products to reach audiences in agreed territories.

### Principal responsibilities

Wales Arts International digital content and copy– produce regular, high quality bilingual information and a bank of creative digital content for use in a range of different formats. Platforms will include WAI’s website, social media, press releases and newsletters, our partnership site for Arts Infopoint UK and external partner platforms.

Social media campaigns **–** produce bilingual content for our international media/social media relations on agreed corporate international projects.

Audience engagement strategy – assist in delivering the International Audience Engagement Strategy.

Campaigning and events – assist in the delivery of projects and events relating to WAI’s international programme and Arts Infopoint UK.

Internal communication – through internal communication activity and in close cooperation with the Communication team, ensure that Council members and staff have access to key information and news.

Advice and specialist knowledge – assist colleagues, artists and arts organisations with international enquiries, media support and guidance.

Corporate compliance – adheres to those policies that protect the Arts Council and its staff against potential exposure to reportable risks and incidents. These include Anti-Fraud, General Data Protection Regulations, Welsh Language Standards, Wellbeing of Future Generations and Cyber Security/ICT use. (Staff responsibilities are defined in the relevant Arts Council policies.)

Additional duties – any reasonable duties consistent with the above.

### Knowledge, experience and attributes

We want to attract to our organisation people who have an interest in the arts, a commitment to the principles of open and accountable public service, and the flair to work with a diverse range of customers. We believe in setting the highest standards in all aspects of our work. Every member of staff is therefore an ambassador for the company and we expect everyone to respect and uphold our reputation.

We aspire to be an innovative, forward looking organisation. We look to our staff to work collaboratively with each other to ensure that we’re efficient, effective and useful.

We take for granted that our staff will be competent in their management of routine administration and that they’ll have developed good organisational skills. So we’re particularly interested in staff who have the ability to work imaginatively and flexibly to tackle the challenges that they’ll face – staff who have the initiative and drive to thrive in a busy work environment and who derive satisfaction from achieving ambitious and stretching targets.

In addition, this role requires the following specific knowledge, experience and attributes. Applicants will be assessed against the essential and desirable criteria set out below:

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|  | **Essential** | **Desirable** |
| **Knowledge** | * Sound knowledge of producing digital content and the digital media landscape in Wales, UK and Internationally
* An understanding of international, national and local government structures
* An enthusiasm for the arts in Wales and internationally.
 | * Experience of influencing others internationally through good communications
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| **Skills** | * Highly developed digital production and IT skills
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| **Experience** | * Relevant degree and/or previous professional experience gained via employment in a relevant digital content and media role
* Proven previous experience gained by extensive practice in a digital/social media/PR / digital producer role, including evidence of managing media relations and successfully developing and implementing innovative digital media and PR strategies
* Experience of communicating internationally
 | * Experience of influencing internationally
* Experience of working for an international organisation
* Experience of diverse international audiences and cultural practices
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| **Attributes** | * Impeccable writing and grammar, able to confidently converse both written and orally in Welsh and English
* The capability to liaise with clients and customers at all levels, building key relationships with media agencies including print/online broadcasters, advertisers and graphic designers
* Creative flair and a keen eye for initiating and producing new, fresh and innovative digital, social media and PR solutions
* Coolness under pressure, with the ability to weigh up differing priorities and demands, reach decisions and make recommendations
* Excellent time management and organisational skills
* The aptitude to think strategically and develop priorities
* Commitment to equal opportunities
* The ability and willingness to frequently travel throughout Wales and the UK and/or work unsociable hours
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| **Welsh language** | * Fluency in Welsh (both written and spoken)
 | * Fluency or a good knowledge of French or another foreign language
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