



JOB DESCRIPTION: Communications and Community Engagement Officer

HOURS: 32 hrs per week (on a 4 day working week contract)

SALARY: £30, 250 p.a.

TERMS OF EMPLOYMENT: 24 months initially (with a probationary period of 3 months, and the possibility of developing the position into a permanent one beyond the first 24 months).

START DATE: November 2023.

LOCATION: Carmarthen or from home within Carmarthenshire (as part of the post it will be required to travel around the towns and villages of Carmarthenshire at times). At least 1 day a month will be designated to working from different community centres across Carmarthenshire. There is potential flexibility to host an office space in any area of Carmarthenshire, should this be desirable.

RESPONSIBLE FOR: Helping the Manager and Coordinator develop and support community energy projects across Carmarthenshire. Collaborate with environmental, sustainable, nature and climate change groups and support projects to decarbonise the county's communities. The position will also involve communicating and promoting Ynni Sir Gâr's work, the Bwrlwm project and help promote our work generally.

LINE MANAGED BY: Ynni Sir Gâr's Coordinator

REPORTING BI-MONTHLY TO: Ynni Sir Gâr's Board of Directors

BACKGROUND

Ynni Sir Gâr (YSG) is a Community Benefit Society that works with communities to reduce energy costs, boost energy efficiency, tackle fuel poverty, generate clean renewable energy, install locally managed and locally owned electric vehicle charging points, and keep profits and jobs local.

YSG works collaboratively with communities, organisations and businesses within and beyond the county to discuss and tackle local issues and solutions to climate change, from the ground up. YSG aims to equip communities with skills and knowledge in a large range of sustainability topics to take ownership of the climate change agenda. YSG's greatest asset is its community 500kW wind turbine in Salem, Llandeilo. The turbine was funded through community shares, and the benefits from the turbine have contributed towards the instalment of green energy technology, the creation of community funds and contributed towards job creation within YSG.

JOB DESCRIPTION

Ynni Sir Gâr is looking for an enthusiastic, flexible, creative, and motivated individual who wants to contribute exciting ideas and help the organisation grow and support community projects that tackle climate change and promote decarbonisation locally. We are looking for a person who has curiosity and enthusiasm about working in the community energy field to tackle climate change, decarbonise and strengthen the resilience of Carmarthenshire's communities. We will support an employee's original ideas, so that they can act creatively in this area.



The new officer's work will have a dual purpose. On the one hand the individual will lead on the promotion and marketing of YSG's activities and play a constructive role in raising the profile of the enterprise. We are looking for a person with experience of working in marketing/ communications, with the skills and experience to think creatively and subtly about ideas to promote YSG to new audiences. The officer will be responsible for sharing news and developments on the initiative's various projects, along with sharing relevant information on local energy and decarbonisation issues, bilingually. There will be several types of media that need to be used, including online through our website, blog, social media accounts, videos, podcasts; and through traditional media such as local papers, newspapers, and newsletters. The purpose of the focus on communication is to raise awareness about climate change issues and how to act on them locally in Carmarthenshire. Positive action on climate and biodiversity loss are one of our main driving goals, coupled with developing a circular local economy and local renewable energy projects that benefit and sustain the communities of Carmarthenshire.

Apart from the communication work, the officer will also need to work with the Coordinator and Manager to support specific projects. These can include helping run community funds, supporting communities with knowledge to develop energy projects, cooperate and coordinate community events and projects and support the process of making applications for funding to develop specific projects in Carmarthenshire. The officer will also be supporting the new Bwrlwm project in the Llandovery area - a project that aims to develop a community energy project in the town and surrounding area.

MAIN DUTIES

- Work with YSG's Coordinator to develop a comprehensive communications strategy.
- Develop a prominent and visible brand for YSG and its projects.
- Share social media posts for reaching new audiences.
- Creation of online and offline content, including written articles, press releases, newsletters, videos, reels, graphics and images.
- Encourage community involvement using multiple modes of communication to attract responses. This would accommodate for the tradition among the community sector of informal conversations and discussions.
- Establish and maintain a social media presence and following.
- Develop and maintain the YSG website.
- Ensure engagement with groups and individuals not currently associated with YSG.
- Create an understanding of the vision of supporting low carbon sustainable communities taking action on climate change in the county.
- Develop creative ideas to ensure climate change understanding and actions are multiplied throughout our communities.
- Contribute constructively to a culture of sharing experiences and learning.
- Work with our staff to identify contributors to local events and contribute towards attracting a wide and representative range of our communities for our events and activity.
- Support the YSG team when the need arises.
- Liaise with companies and local authorities on decarbonisation guidance.



OTHER

- Assist with tasks across different YSG projects (e.g. Bwrlwm Llandoverly, Dinefwr Car Club) as required and/or directed by YSG.
- Connect with partner organisations to identify opportunities for collaboration.
- Any other work to support the organisation.

SKILLS

- Highly organised and self-motivated.
- Evidence of good communication skills, developing and/or promoting projects, collaborating with people from all walks of life and a wide range of organisations and initiatives.
- Welsh language skills are essential. Support for Welsh language refreshing and development is available within YSG should the employee need it.
- Strong writing skills with experience of drafting and pitching press releases and writing for a range of different audiences.
- A flexible approach to dealing with tasks, with the ability to manage multiple priorities in a busy environment.
- IT skills including Microsoft, Google, Canva (or other design tools), Mailchimp and Wordpress.

APPLICATION PROCESS

We want to hear from people who share Ynni Sir Gâr's values and are passionate about working with communities to tackle the climate change and cost of living crises at a local level. We want people who are committed to creating a fair, local, circular economy and who wish to contribute towards the development of more renewable energy projects for the benefit of communities in Carmarthenshire. The desired employee will also have a passion for contributing towards the normalisation, support, and use of the Welsh language. Ynni Sir Gâr is committed to embedding the Wellbeing of Future Generations Act in all that we do, and the prospective employee will contribute to ensuring this as a part of all our work.

To apply, please submit your CV and a one-page cover letter explaining why you are applying for this position, the skills that you can bring to the organisation and any examples of content that you have previously created. If you have any further questions about the role or application process, please do not hesitate to get in touch (contact details below).

Please send your application to Ynni Sir Gâr's Coordinator, Sioned Haf: sioned@ynnisirgar.org / 07529901523.

The closing date for applications is: **5pm, Friday, 6th October**

Interviews: **13th of October**

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.



Ynni Sir Gâr recognise the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from people of all backgrounds. YSG is a real Living Wage employer and supports flexible working and a 4-day working week. Job shares will also be considered for this role.