



Tŷ Newydd Writing Centre

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Marketing and Communications Officer

Full time (37 hours)

One-year contract, with the possibility of extension,
to begin in August or September 2019

Salary: £20,000 - £23,000 per annum

Location: Tŷ Newydd Writing Centre, Llanystumdwy

Closing Date: 1 August 2019, 5.00 pm

Interviews: Week beginning 12 August

Literature Wales – About us

Literature Wales is the national company for the development of literature. Our vision is a Wales where literature empowers, improves and brightens lives. Our aim is to inspire communities, develop writers, and celebrate Wales' literary culture.

Tŷ Newydd is the National Writing Centre of Wales. The centre is a vital part of the work of Literature Wales and contributes to the three activity pillars in our [Strategic Plan for 2019-22](#).

Since we opened our doors in 1990, thousands of writers have passed through our iconic teal front door. Tŷ Newydd holds residential creative writing courses that welcome groups from all over the world. The programme includes a wide range of residential courses and retreats – in English and Welsh – in a variety of genres and themes, including poetry, fiction, creative non-fiction, scriptwriting, nature writing, design, storytelling and more. To learn more about the work of Literature Wales at the Centre, please visit www.tynewydd.wales.

A day in the life of the Marketing and Communications Officer

During your working day, you will undertake a range of tasks; from preparing the house and welcoming guests, writers and tutors, to arranging and managing courses and events, as well as design and copywriting tasks for various projects.

You will also write funding applications; promote Tŷ Newydd courses; answer enquiries about courses; write messages for social media, and undertake monitoring and evaluation work.

Some days, you will also be required to manage events, and you will represent Literature Wales at meetings, and networking opportunities across the literary and art sector. Much of our work requires innovative thinking, attention to detail and good people skills.

We are a friendly and committed team that works in Welsh, English and bilingually across Wales. Our offices are based in Llanystumdwy and Cardiff.

About the Role

The Marketing and Communications Officer will work from **Tŷ Newydd Writing Centre**, and will be **responsible for creating and co-ordinating a marketing plan** with the aim of raising the profile of the Centre and its activities, and increasing course sales and participation figures.

The officer will also support the centre's team with **programming annual activities**, including **arranging and communicating** creative writing courses, school courses and community events.

The officer will also **lead on national projects** such as the Her100Cerdd challenge as well as co-ordinating developments and updates to the Writers of Wales Database. The officer will be expected to undertake **hospitality duties** including welcoming residents and managing events, occasionally during unsociable hours.

The **Marketing and Communications Officer** will:

- Create and implement a course sales and marketing plan for Tŷ Newydd
- Write, edit, translate and proofread copy and digital content in Welsh and English, such as news stories and newsletters
- Administer the advertising and marketing budget
- Undertake design work to promote activities and projects using Adobe Photoshop
- Support the Head of Communications and Communications Manager with media-related matters and develop relationships with the press and media locally
- Co-ordinate national projects such as the Her100Cerdd challenge
- Support the team at the Centre to arrange activities and courses, including arranging and co-ordinating school courses
- Hospitality duties including welcoming residents, solving issues related to their stay, giving occasional welcome speeches for groups, and briefing tutors
- Evaluate and monitor audience experiences
- Deputise for the Head of Tŷ Newydd and the Venue Manager as needed, and any other tasks as required by the organisation

Suitability for the role

The successful candidate will have the following skills, experiences and characteristics:

- Excellent written and verbal communication skills in Welsh and English
- Experience of administering social media accounts and in marketing and/or public relations
- Experience of co-ordinating projects, activities or events
- Experience of administering budgets and writing reports
- Excellent organisation skills, attention to detail and the ability to work under pressure
- The flexibility to work unsociable hours regularly
- The ability to think creatively
- An effective working style and a positive attitude to collaboration
- Experience of designing with Photoshop and/or Microsoft Office applications
- Full driving licence and access to a car

Literature Wales will provide the successful candidate with a criminal records check (DBS).

How to apply

1. Please **read** the above job description and suitability list carefully. Also, please read the Literature Wales Strategic Plan for 2019-2022 [here](#).
2. Please **write an application letter** of no more than 2 pages of A4 **or create a video application** of no more than 5 minutes (both formats are acceptable and of equal value). Please let us know **why** you are interested in the post, and **how** you are eligible to undertake the requirements of this post, e.g. do you have experience or qualifications, or a specific interest in elements of the post?
3. Send the following to post@literaturewales.org by 5.00 pm on Thursday 1 August, 2019.
 - Your application letter or video;
 - Your CV (of no more than three A4 pages) and the details of two referees who know you in a professional context. We will only contact referees after an offer of employment has been accepted;
 - The Literature Wales Equality and Diversity Form (available [here](#)).

What will happen next?

We will assess the applications and invite successful candidates to interview at Tŷ Newydd Writing Centre during the week beginning 12 August 2019. There will be three people on the interview panel representing the Literature Wales staff and Board of Directors. A short creative task will follow the interview, and the task outcome will be assessed alongside the interview. Although this will be a formal interview, we will try to ensure that each candidate is comfortable with the interview process. Every candidate will have the opportunity to take a tour around Tŷ Newydd during the day. If the interview process causes you any concern, please let us know in advance and we can arrange an informal meeting or chat in a location of your choice with Leusa Llewelyn, Head of Tŷ Newydd, before the interview.

Please feel free to contact us to discuss the post in advance, or to ask for more information. Please call 01766 522 811 to speak with Leusa Llewelyn or e-mail her directly on Leusa@literaturewales.org

We will contact all the candidates with the outcome of the interviews no later than 5.00 pm on Tuesday 20 August.

Our recruitment policy

Literature Wales is part of the [Weston Jerwood Creative Bursaries](#), which support arts organisations to expand their approach to diverse recruitment and talent development. We are committed to welcoming candidates from a wide range of backgrounds, which includes assessing applications partly based on potential strengths. If you would like to apply for this post but are uncertain whether you have sufficient experience, please contact us for an informal chat.

Literature Wales is a registered charity that works with the support of the Arts Council of Wales and the Welsh Government.