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Freelance Communications Executive

3 days a week, from October 2022 – April 2023

Rate: £175 daily (excl. vat)

Location: Remote working. Desk space at our Llanystumdwy or Cardiff offices can be offered.

Start Date: 10 October 2022

About the role

This is an exciting and creative role where you will support the development of Literature Wales' brand and help us to tell our story. You will assist with the implementation of our Communications Strategy, which includes working across many disciplines, including marketing, digital promotion, and PR.

The main responsibilities include developing marketing and promotion plans with project delivery staff, and forward planning our digital output. This will mean creating and

disseminating exciting content for our digital channels, copywriting and editing, and analysing the success of our communications activity. The role will also include contributing to audience development, communicating impact, and planning strategic communications.

Some of the key activities you will be involved in promoting during this time, will be the launch of the 2023 Tŷ Newydd Course Programme, revealing the next Representing Wales cohort, poetry events at the Senedd, as well as projects and poems by our three national poet laureates.

The Freelance Communications Executive will:

- Discuss and co-create communications action plans with activity project leads and teams.
- Lead on the forward planning of digital content, and create this content accordingly.
- Write, edit and proofread copy.
- Create and design case studies which share organisational impact.
- Update the Literature Wales website.
- Provide advice and assistance to colleagues on writing project copy, news stories, social media posts, and more.
- Record, evaluate, and analyse digital analytics, and report back to Communications Lead.
- Help deliver Literature Wales Communications Strategy.
- Assist with the brand management of Literature Wales by ensuring all content follows our House Style, Tone of Voice and Brand guidelines.
- Contribute to strategic comms planning as and when necessary.

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**. We work in partnership with a range of organisations across Wales and beyond to collectively achieve our ambitions for a more equal sector. Based on our understanding of the power of literature to improve and transform lives, our priorities are themes which feature in everything we deliver, they are, **Representation and Equality, Health and Well-being, and the Climate Emergency**.

We are a charity, a member of the **Arts Council of Wales' Arts Portfolio** and one of eight **National Art Companies**.

We are a friendly, creative, and collaborative team that works in Welsh, English and bilingually across Wales. Our offices are based in Llanystumdwy and Cardiff. This role is covering a staff

member taking long-term unpaid leave, and a full handover will be provided as part of the induction to the team.

Suitability for the role

We're looking for somebody who has:

- The ability to multitask, to work well under pressure, and to prioritise responsibilities
- Experience and knowledge of the communications and marketing disciplines
- Experience of managing organisational social media accounts, especially Twitter, Facebook, and Instagram
- Experience of copywriting and proof-reading
- Strong, sensitive, and positive communication skills in both Welsh and English. This applies to both written and verbal communications
- Highly organised, and can manage time and prioritise tasks
- An interest in literature, and the power of the arts to address social justice issues.

The following are desirable attributes:

- Experience of graphic design
- Experience of video creation and editing for social media
- Experience of audience development, including but not restricted to developing marketing lists

How to apply

Send the following to post@literaturewales.org:

- **Your application letter or video:** Please **explain why** you are interested in the role and how you are suitable for it. Both formats are acceptable and of equal value. (*Max. 2 pages of A4 or 5-minute video.)
- Your **CV and the details of two referees** who know you in a professional context.
- An example of your copywriting work, not exceeding 1,000 words.
- A completed Literature Wales [Equality and Diversity Form](#).

Please **read** the above **job description and suitability list** carefully before applying. Also, please read the [Literature Wales Strategic Plan for 2022-2025](#).

Please feel free to contact us to discuss the role informally, or to ask for more information. To speak with Branwen Llewellyn, Communications Lead, directly or to arrange a call back, please e-mail her at branwen@literaturewales.org.