



Uchelgais Gogledd Cymru
Ambition North Wales

Job Pack for Engagement Manager

ambitionnorth.wales

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For further information about this role,
please contact:



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An exciting time to join the team

We're delighted that you're considering joining the Ambition North Wales team. We are a team of passionate and enthusiastic individuals who are proud to be involved in developing the North Wales economy.

As the North Wales Corporate Joint Committee our responsibilities include regional transport, strategic planning and economic well-being. We are responsible for delivering a portfolio and capital projects across the region through the North Wales Growth Deal now in it's fourth year, with a number of projects in delivery.

Ambition North Wales is a strong partnership, working on behalf of North Wales to deliver against a future vision for economic prosperity. The Portfolio Management Office was established to deliver the Growth Deal, and now has the wider remit of being the Corporate Joint Committee for North Wales. The team support the regional ambitions for a stronger, more resilient and sustainable future economy.

Our ambition moving forward is to attract Investment into North Wales and achieve a more prosperous future for everyone that lives and works here. The Growth Deal projects will create new highly-paid jobs, attract investment and ultimately build a more vibrant, sustainable and resilient economy in our communities, for young people and for future generations to come.

We work closely as a team and we have developed a set of values that underpin how we work and what we expect from others. We are ambitious, we empower and support each other to succeed, we have integrity and do as we say we will and we respect and value people and their perspectives as we shape a great future for North Wales. We do hope you will consider applying for this position and hopefully join us on this journey.



Cllr. Mark Pritchard

Chair of the North
Wales Corporate Joint
Committee



Alwen Williams

Chief Executive
Ambition North Wales

About the role

ENGAGEMENT MANAGER

Ambition North Wales are looking to appoint two Engagement Managers to deliver on projects within the Digital Connectivity Programme.

Digital Connectivity Programme

This programme will address connectivity challenges within North Wales. Whilst the rest of the UK has benefited from improved services in recent years, many of our communities still lack reliable digital connectivity. The programme will enhance our region's capability to develop technologies for the future, ensuring that we can meet the increasing demand for digital and benefit from fast, high-quality connectivity. This programme will introduce sustainable connectivity to the region, attract inward investment and improve the provision for more residents and businesses.

There are currently 4 projects within the programme:

- Digital Signal Processing Centre
- Advanced Wireless
- LPWAN
- 4G+

In addition to the Growth Deal projects, Ambition North Wales plays a key role in the delivery of other regional strategies and action plans and there is an opportunity within the programme to work on complimentary areas of work and funding opportunities that could add value to the programme.

As the Engagement Manager, this is a dynamic and collaborative role to lead engagement across our digital connectivity projects. The Engagement Manager will drive effective outreach and create strong partnerships with both public and private sector stakeholders to support the successful rollout of mobile and wireless infrastructure across North Wales.

The Engagement Manager will play a central part in promoting available grant funding schemes - engaging with eligible organisations, guiding them through the application processes, and supporting the evaluation of proposals. Building trusted relationships with local authorities, telecoms providers, businesses, and communities will be essential to ensuring the effective delivery of programme objectives.

Working closely with Project Managers and the Digital Programme Manager, the Engagement Manager will support strategic planning, risk mitigation, delivery assurance, and help ensure projects are aligned with both organisational and regional priorities. The Engagement Manager will also identify and promote opportunities that maximise economic and community benefit from digital infrastructure investments.

This role requires someone with excellent communication and stakeholder management skills, an understanding of digital connectivity challenges, and a passion for collaborative regional development.

Job Description

Purpose of the role

The Engagement Manager will play a critical role in driving the successful delivery of projects within the programme by leading engagement efforts across public sector bodies and industry stakeholders. The postholder will be responsible for promoting the objectives of the project, developing meaningful collaboration, and continuing building strong relationships to enable effective deployment of digital infrastructure in North Wales. A key focus of the role will be to raise awareness of the available grant funding schemes.

Salary £41,771 - £44,075 (PS2)

Hours up to 37 hours per week*

Contract until March 2028

Location Llandudno Junction (hybrid with home working)

* The role is full-time, however we will consider flexible working requests for the right candidate.

Core Team Responsibilities

- Responsible for embodying the values and behaviours of Ambition North Wales.
- Collective responsibility as part of the team to deliver on the priorities of Ambition North Wales.
- Responsible for supporting colleagues and team members to deliver on the priorities of Ambition North Wales.
- Act as an ambassador for Ambition North Wales and the region.



Role Specific Responsibilities

- Lead engagement activities for projects within the programme ensuring effective outreach and collaboration with public and private sector stakeholders.
- Promote and facilitate participation in available grant schemes –by engaging with eligible stakeholders, explaining criteria, and guiding potential applicants and supporting evaluation.
- Build and maintain strong relationships with local authorities, the wider public sector, telecommunications and wireless infrastructure service providers, communities, and businesses to support the successful delivery of the project.
- Support the relevant Project Manager in delivering the project plan, achieving project objectives, identifying risks, and proposing mitigation strategies.
- Support the Digital Programme Manager and wider team in strategic planning, issue resolution, and delivery assurance across all projects, ensuring alignment with organisational and regional goals.
- Work with colleagues and external partners to identify and promote opportunities that maximise community and economic benefit from the projects within the programme.
- Monitor and report on engagement activities and stakeholder feedback to the relevant Project Manager, making recommendations to enhance project effectiveness and regional collaboration.
- Support access agreements by liaising with local authorities and property owners to encourage adoption to facilitate the deployment of mobile and advanced wireless networks, while maintaining transparent communication with industry stakeholders about opportunities and processes.
- Contribute to relevant digital connectivity Project / Programme Boards as required
- Undertake any required duties in line with the level of the role to support the delivery of organisational priorities.



Team Values



We are Ambitious

We strive to deliver the best for North Wales. We are leaders in our fields, opinion formers and influencers, and we challenge conventional thinking. We pursue high standards, aim to be our best, and continuously develop ourselves professionally.



We work Collaboratively

We share knowledge, skills, information and support and ensure to keep colleagues informed. We always help each other, facilitate opportunities for North Wales and recognise that our collective impact is more significant than our individual impact.



We do the right thing

We do the right thing, not what is easy. We challenge unethical behaviour and speak out when things don't feel right. We are respectful, fair and considerate and can be trusted to deliver agreed commitments on time.



We make a difference

We pursue opportunities to make a difference in North Wales. We champion the Welsh language, heritage and culture and support regional charities. We protect the environment and seek opportunities to reduce our footprint.

Core behaviours for all roles

- Leadership – we all lead by example and are all leaders within our own areas.
- Responsibility – we take responsibility for our work, performance and development.
- Respect – we respect our colleagues, partners and stakeholders and demonstrate this throughout our work and in how we build effective relationships.



Personal Specification

Qualifications

- Educated to degree level or equivalent or demonstrable relevant experience.

Experience, Knowledge and Skills

- Experience of leading engagement activities in infrastructure, telecommunications, public sector, business support, economic development or similar including coordinating of engagement of multiple stakeholders simultaneously.
- Proven track record of building effective relationships with a wide range of stakeholders including public and private organisations.
- Experience of delivering and promoting grant schemes and/or other initiatives including guiding applicants and managing uptake.
- Strong communication and presentation skills, with experience of delivering messages to diverse audiences.
- Knowledge of or previous experience within the telecommunications sector and digital infrastructure initiatives across the UK
- Knowledge of digital infrastructure challenges and opportunities within North Wales and the UK.
- Strong organisational skills and ability to work on multiple priorities simultaneously.
- Understanding of financial management practices.
- Ability to manage conflict, overcome objections and excellent negotiating and influencing skills.
- Ability to produce high quality work while working to a tight timetable

Language Requirements

For this role the following requirements are DESIRABLE:

- Listening and Speaking - Able to deal with all aspects of the job verbally in a confident manner in both English and Welsh
- Reading and Understanding - Able to use and interpret correctly any information in both English and Welsh from a wide variety of sources in order to deal with all aspects of the post
- Writing - Able to present written information in both English and Welsh with complete confidence using the most appropriate language and style to meet the needs of the reader
- An understanding of the importance of the Welsh Language to the region and a willingness to develop and improve their Welsh language skills.

Join our team

Do you have a passion for North Wales and a desire to see the region grow and deliver on its potential? Are you enthusiastic, committed and a team player?

If so, Ambition North Wales could be the organisation for you.

As a partnership collaboration and partnership working is at the core of what we do as a team. We are looking for a collaborative individual with excellent interpersonal skills who is passionate about delivering for the region and able to develop and maintain relationships across multiple partners to drive forward our work.

While each role within the team has its own focus, you will be expected to contribute to the wider work of the team and the success of the team as a whole. We're looking for team players capable of leading their own areas but also supporting their colleagues to deliver. In return you will find a varied and interesting workload with opportunities to contribute across our portfolio.

Professional and personal development is important to us. The team at Ambition North Wales will provide you with a supportive environment to continue your development with a number of formal and informal development opportunities available. We encourage our team pursue professional development opportunities and are looking for individuals who have the desire to learn and improve.

Some of our roles require Welsh language skills while others do not. However, all team members are expected to recognise the importance of the Welsh language, our culture and heritage and be willing to improving their own language skills with our support. If this sounds like you, we look forward to hearing from you.

North Wales is an excellent place to live and work, why not play a key role in shaping its future.



Hedd Vaughan-Evans

Head of Operations
Ambition North Wales

Recruitment Timetable



Closing date

Applications need to be received by

10am

11/09/2025



Shortlisting

We aim to inform all those shortlisted by this date with details of the assessments and interview date provided

by 19/09/2025



Assessments

Assessments will take place prior to the interview. You will be informed of the details, should you be shortlisted

by 03/10/2025



Interviews

The exact date and time of interview will be confirmed upon shortlisting

09/10/2025

The application process

Please use this [link](#) to access the Cyngor Gwynedd's recruitment portal. You will be required to create an account to submit an application.

Please remember to complete all sections of the form. You are welcome to submit your form in Welsh or English.

Following the closing date an assessment panel will assess your application against the requirements set out in the personal specification. Please make sure your statement covers all essential criteria set out in the personal specification.

Applicants who reach the shortlist will be invited to an interview, details of the interviews will be sent at least a week in advance.

We will ask applicants to complete assessments before the interview (full details will be included within the interview letter).

Please note applications received after the closing date will not be considered.



The Employer

The North Wales Corporate Joint Committee is the employing authority.

Corporate Joint Committees (CJCs) are new regional corporate local government entities with similar powers, duties, governance, and administrative structures to local authorities in Wales.

Four CJCs were established in Wales on 1st April 2021, based on the geographical areas requested by local government and reflecting existing Regional collaborative arrangements. The North Wales Corporate Joint Committee comprises the six Local Authorities in North Wales - Anglesey, Gwynedd, Conwy, Denbighshire, Flintshire, Wrexham as well as the Snowdonia National Park Authority. The North Wales Corporate Joint Committee are known under the brand Ambition North Wales.

At present the Corporate Joint Committee has three specific areas of focus - strategic planning, strategic transport and economic wellbeing.

Benefits

There are several benefits of working for Ambition North Wales, full details can be found [here](#). However, the following is a summary of the key benefits:

Pension scheme

Ambition North Wales operates a Local Government Pension Scheme. Information about the fund can be found on the Gwynedd Pension Fund [website](#).

Annual leave

The annual leave entitlement varies between 21 and 30 days per year - depending on the grade of the post. Staff are also entitled to 8 days leave for bank and public holidays, as well as an additional 3 and a half days.

Special leave

As well as the leave noted above, paid absence may be granted in special circumstances such as moving house, bereavement, attending medical appointments, undertaking public duties and so on.

Work life balance

Ensuring that staff strike a healthy balance between work and home life is very important for Ambition North Wales. Staff can take advantage of the following arrangements:

- Flexible working hours
- Maternity, paternity and adoption leave
- Parental leave and flexible working for parents and carers
- Hybrid working

Training and development

Ambition North Wales recognises the importance of investing in its most important asset - its staff. Every employee can expect:

- A formal induction process and a continuous performance review
- A wide range of internal and external training and development opportunities
- Contribution towards the membership of professional bodies which are relevant to the work

Overview of the Growth Deal

- To build a more vibrant, sustainable and resilient economy in North Wales.
- To build on our strengths, to boost productivity while tackling long-term challenges and economic barriers to deliver inclusive growth.
- To promote growth in a scalable, inclusive and sustainable way, in line with the Well-being of Future Generations (Wales) Act 2015.

funded by:



Llywodraeth Cymru
Welsh Government



UK Government
Llywodraeth y DU
Office of the Secretary of State for Wales
Dyfealliaid, Ynglithysgarthi Genedlaeth Cymru

Investment



£240M

Growth Deal target investment



Total Target Investment:
over **£1bn**

Spending Objectives



Create up to
4,200
new jobs



Generate up to
£2.4bn
net additional GVA

Our Programmes



Innovation in High
Value Manufacturing



Agri-food and
Tourism



Digital
Connectivity



Land and
Property



Low Carbon
Energy



Innovation in High Value Manufacturing

Innovation in High Value Manufacturing

This programme will promote innovation and commercialisation of technology in the manufacturing industry, building on the existing strength of the sector within our region.



Agri-food and Tourism

Agri-food and Tourism

This programme will promote and support employment and training in the Agri-food and Tourism sectors, building on world-leading skills and expertise already established within the region.



Digital Connectivity

Digital Connectivity

The programme will enhance our region's capability to develop technologies for the future, ensuring that we can meet the increasing demand for digital and benefit from fast, high-quality connectivity.



Land and Property

Land and Property

This programme will address land and property challenges within the region, to unlock opportunities and build on our strengths.



Low Carbon Energy

Low Carbon Energy

This programme will unlock the benefits of developing low carbon energy projects within the region, positioning North Wales as a leading location for the low carbon energy sector.



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