



Uchelgais Gogledd Cymru  
Ambition North Wales

# Job Pack for the Strategic Communication and Engagement Lead

[ambitionnorth.wales](http://ambitionnorth.wales)

# Contents

Introduction	3
About the role	4
Job Description	5
Person Specification	8
Join Our Team	10
Our Values	11
Recruitment Timetable	12
Working for us	12
Benefits	13
The North Wales Growth Deal	14

For further information about this role,  
please contact:



Nia Medi Williams  
Senior Operations Officer  
[jobs@ambitionnorth.wales](mailto:jobs@ambitionnorth.wales)

# 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. We are responsible for delivering a portfolio of capital projects across the region, and we've made significant progress to date. The first project was signed off in December 2021 and we are seeing many projects progress. We are currently in an assessment period to bring new projects into the Growth Deal, there has never been a more exciting time to join the team.

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 has been established to deliver the Growth Deal, and 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. Dyfrig Siencyn**  
Chair of the Economic  
Ambition Board



**Alwen Williams**  
Portfolio Director  
Ambition North Wales



# About the role

## Strategic Communication and Engagement Lead

The Strategic Communications and Engagement Lead sits within the Portfolio Management Office's Operational Team, and plays a pivotal role in driving the partnership's visibility and brand recognition. Working collaboratively with the team and external partners to ensure effective communication, engagement, and relationship-building efforts that contribute to the partnership's success.

The primary responsibility will be to lead communication and engagement activities relating to the North Wales Growth Deal as well as the North Wales Corporate Joint Committee.

The post holder will need to be a problem solver, capable of lateral thinking, taking the initiative and with leadership qualities. Good interpersonal and relationship building skills will be essential and the ability to interact and negotiate with a wide cross section of businesses, government departments, consultants, local authority members and officers. Our ideal candidate will have extensive work experience in a strategic or senior bilingual communication role with a proven track record in public relations and communications on a regional level.





# Duties and responsibilities

## Job Purpose

- Be the lead communications and engagement officer for Ambition North Wales, responsible for raising awareness of the partnership's work and raising the brand profile.
- Lead on all communication and engagement activities relating to the North Wales Growth Deal.
- Be responsible for the Communication and Engagement Plan for Ambition North Wales, working collaboratively across the team and with partners to implement and continuously develop the plan.
- Suggest and use creative methods of communication and engagement, including leading Ambition North Wales's social media and website development.
- Develop and maintain good relationships between Ambition North Wales and the press/media and work effectively with communication leads from partner organisations, Welsh Government and UK Government
- Lead communication and engagement activities relating to the Corporate Joint Committee.

**Salary** £37,261 - £39,493 (PS2)

**Hours** up to 37 hours per week\*

**Contract** 2-year fixed term\*\*

**Location** Llandudno Junction (hybrid with home working)

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

\*\* Initially a 2 year fixed term post, with the possibility of an extension,

## Responsibility for functions

- The communication and engagement budget
- The website and social media accounts of Ambition North Wales
- Development of on-line materials, including websites as needed for the Corporate Joint Committee
- Relevant equipment, including laptops, mobile telephones and communications assets



# Main duties and responsibilities

## Strategic

- Lead on communications and engagement for Ambition North Wales (including the Corporate Joint Committee as required).
- Own, lead and implement the Communication and Engagement Plan for Ambition North Wales working collaboratively across the team and with partners to raise awareness of the Economic Ambition Board, the Deal and its programmes and projects;

## Communication

- Lead on all communication activity relating to the Growth Deal.
- Organise and deliver a programme of creative, modern and effective communication campaigns.
- Develop and use creative methods of communication to promote the work of Ambition North Wales ensuring that they are appropriate and engage a range of audiences.
- Lead on writing and distributing press releases, and coordinating any arrangements for interviews etc.
- Work collaboratively with project sponsors to co-develop content to promote Growth Deal projects
- Manage the Ambition North Wales social media channels daily, and ensure that the content is current, accurate and engaging.
- Manage the Ambition North Wales website, including creating new content and ensuring it is updated and maintained regularly.
- Work with Portfolio Management Office colleagues and Ambition North Wales partners to develop exciting campaigns to attract regular press attention and grow the social media following.
- Lead the Growth Deal communications working group responsible for ensuring that news stories are captured and shared widely.
- Lead on communication activities relating to the Corporate Joint Committee

## Engagement

- Act as the main contact point between Ambition North Wales and the press/media and with communication leads from partner organisations and both Governments;
- Develop key relationships with the press, including journalists and editors, both regionally and nationally.
- Lead on the arrangements and managing events for Ambition North Wales, including regional events, launch events, seminars, and workshops etc.
- Represent Ambition North Wales at events.
- Support with engagement activities relating to the Corporate Joint Committee.



## Reporting

- Lead on the development and coordination of regular newsletters and updates for 'Ambition North Wales';
- Produce regular monitoring updates to the leadership team on the performance of campaigns and events to assess impact.
- Implement continuous monitoring to ensure an effective approach to communication and engagement.

## Ambassadorial

- Acting as an advocate for the Growth Vision and the region
- Development and management of effective external relationships at all levels
- Management of programme external communications and public relations.

## Compliance and Conduct

- Working to all set policies and procedures and law e.g. financial, equalities, health and safety
- Demonstrating the highest standards of professional behaviours and values in line with 'Ambition North Wales' organisational values.



# Person specification

## Criteria

## Essential

## Desirable

### Education / Professional Qualifications

- Educated to degree level or equivalent professional qualification and knowledge gained through extensive work experience in Public Relations/Communications ☒
- Membership of a relevant professional body ☒

### Knowledge and Skills

- Excellent interpersonal and communication skills including the ability to communicate effectively with a wide range of audiences ☒
- Excellent written, verbal and presentation skills in Welsh and English. ☒
- Excellent negotiating and influencing skills ☒
- Excellent Information technology skills, and comfortable with Microsoft programmes, social media platforms and websites. ☒
- Proficient design skills for the production of attractive marketing and promotional materials through various media e.g. videos ☒
- Ability to develop and nurture key relationships ☒
- Ability to produce high quality work while working to a tight timetable ☒
- Understanding of the political and economic landscape in the region and beyond ☒

### Experience

- Experience of working in a strategic or senior bilingual communication role ☒
- Experience of working with the media regionally and/or nationally ☒
- Experience of developing, implementing and evaluating communication and engagement activities ☒
- Experience of writing creative copy for a range of channels, including corporate reports, news articles, publicity materials and online ☒
- Experience and understanding of working across various media including track record of delivering high quality media relations coverage ☒
- Experience of organising and managing events ☒

# Person specification

## Criteria

## Essential

## Desirable

### Experience (continued)

- Experience of effective partnership working and building relationships with a wide range of stakeholders
- Experience of social media marketing
- Experience of managing contracts
- Experience of working with Elected Members and dealing with politically sensitive issues



### Personal attributes

- Trustworthy
- Innovative thinker
- Creative
- Excellent interpersonal skills
- Excellent organisational skills
- Ability to work under own initiative as well as a team player
- Ability to work under pressure and have coping strategies to work in a fast paced environment
- Proven ability to meet deadlines and targets
- Eye for detail and accuracy



### Language Requirements

- 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



# 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 of the six local authorities, two universities and two colleges in North Wales 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



# Our 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.



# Recruitment Timetable



## Closing date

Applications need to be received by

**04/10/2023**



## Shortlisting

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

**by 13/10/2023**



## Assessments

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

**by 23/10/2023**



## Interviews

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

**w/c  
23/10/2023**

# Work for us

The Portfolio Management Office for Ambition North Wales is currently hosted by Cyngor Gwynedd\* as our employing authority. Therefore, while the role is with Ambition North Wales your contract of employment will be with Cyngor Gwynedd.

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.

\*future arrangements may change with the establishment of the North Wales Corporate Joint Committee.

# 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 currently hosted through Gwynedd Council 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



# The North Wales Growth Deal

## Aims

- 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.

## Benefits

- Growth in regional prosperity: improved productivity, inward investment and the creation of new jobs.
- Better-quality jobs: through targeted interventions in high value sectors.
- More skilled workforce: supporting skills and training initiatives and targeted interventions in high value sectors.
- Improvements in standards of living: inclusive growth that provides opportunities, reduces poverty, inequality and deprivation.

### INVESTMENT

Growth Deal Target Investment:

**£240m**

Total Target Investment:  
over

**£1bn**

### SPENDING OBJECTIVES

Create up to

**4,200**

new jobs

Generate up to

**£2.4bn**

net additional GVA

# Our Programmes

## 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



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.

## 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.

## 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



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.

# OUR PARTNERS



## £240M OF GROWTH DEAL FUNDING BY







[ambitionnorth.wales](http://ambitionnorth.wales)  
[jobs@ambitionnorth.wales](mailto:jobs@ambitionnorth.wales)