



# Hybu Cig Cymru Meat Promotion Wales

## **Job Profile: Communications & Events Executive**

### **Organisation**

Hybu Cig Cymru – Meat Promotion Wales (HCC) is the strategic body responsible for the development, promotion and marketing of Welsh red meat. Its mission is to support the development of a profitable, efficient, sustainable and innovative Welsh red meat industry, which responds competitively to ever changing market trends. The organisation employs around 25 staff within the parent body, with an additional 25–30 staff employed by our subsidiary company. Both entities operate bilingually and in close partnership with stakeholders across the agricultural, food and public policy sectors. As a Welsh public body, we are committed to promoting equality, diversity and the Welsh language, and to maintaining the highest standards of governance, workforce wellbeing and organisational culture.

### **Post overview**

Reporting to the Head of Operations & External Affairs and serving as a key member of the communications and external affairs team, this role provides support across the organisation on all communications, events and external affairs matters. As part of a team the postholder is responsible for ensuring that the organisation's strategic priorities are supported by effective communication, events and wider external affairs activity. Working closely with colleagues from across the organisation, the role ensures that individual projects/programmes by HCC are well supported and communicated along with the organisation's reputation more wider amongst key stakeholders, customers, and members of the public.

## **Principal accountabilities and responsibilities**

### **Communications and media relations**

- Support the delivery of HCC's communications activity, ensuring clear, consistent and timely messaging to external audiences and stakeholders.
- As part of a team, take responsibility for updating HCC's corporate-owned social media channels with organisational news, announcements and updates.
- Ensure all corporate communications are accurate, on brand and aligned with agreed messaging and organisational priorities.
- Monitor corporate social media activity and support effective engagement by escalating issues, opportunities or enquiries as appropriate.



# Hybu Cig Cymru Meat Promotion Wales

- Assist with the coordination and delivery of media-related activity, working with colleagues and partners to support positive external representation of HCC.

## Events support

- Support the planning, organisation and delivery of HCC-led and partner events, working closely with internal colleagues and external stakeholders.
- Assist with event coordination, logistics and on-the-day delivery to ensure events are delivered professionally and effectively.
- Attend events as required to support communications activity, stakeholder engagement and relationship-building.
- Contribute to event-related communications, including promotion, on-the-day support and post-event follow-up activity.

## Wider external relations

- Support wider external relations activity by working collaboratively with internal teams and external partners on joint initiatives, partnerships and engagement opportunities.
- Contribute to collaborative projects and events with external partners that support HCC's broader objectives.
- Assist with maintaining positive relationships with external stakeholders, acting as a point of contact where appropriate.
- Work flexibly across teams to support ad-hoc projects and activities that contribute to HCC's external profile and engagement.

## Knowledge & Skills

Factor	Essential criteria	Desirable criteria
<b>Knowledge</b>	<p>The ability to communicate (written and spoken) through the medium of Welsh.</p> <p>Good working knowledge of communications, including the use</p>	<p>Awareness of wider communications disciplines such as media relations, digital</p>



# Hybu Cig Cymru Meat Promotion Wales

	<p>of social media and other external channels to communicate organisational messages.</p> <p>Past working experience in the role of communications in supporting organisational reputation, stakeholder engagement and external profile.</p> <p>Awareness of how events are used as a communications and engagement tool, including promotion and on-the-day support.</p> <p>Understanding of brand consistency, tone of voice and the importance of accurate, timely communications.</p>	<p>communications or campaign delivery.</p> <p>Knowledge of the Welsh agri-food sector or related industries, including key stakeholders and audiences.</p> <p>Understanding of working within a publicly funded, arm's-length or membership-based organisation.</p>
<p><b>Skills &amp; Experience</b></p>	<p>Strong written communication skills, with the ability to produce clear, accurate and engaging content for external audiences.</p> <p>Ability to update and manage social media channels in a professional and timely manner.</p>	<p>Ability to adapt content for different audiences or channels, including stakeholder or partner communications.</p> <p>Experience of supporting media-related activity or working with journalists.</p>



# Hybu Cig Cymru

## Meat Promotion Wales

	<p>Good organisational skills, with the ability to support events, communications activity and multiple priorities simultaneously.</p>	<p>Confidence representing an organisation at events or external meetings.</p> <p>Welsh language skills (spoken and/or written).</p>
<p><b>Personal Attributes</b></p>	<p>Powerful storyteller with a passion for cultivating online communities.</p> <p>Versatility and be someone who thrives on multi-tasking to meet tight deadlines.</p> <p>Ability to work independently as well as part of a team.</p> <p>Strategic thinker with a creative flair.</p> <p>Willing to learn in a fast-paced digital communications environment.</p>	<p>Passion for supporting the Welsh red meat industry and its supply chain.</p> <p>Think creatively to offer unique solutions.</p> <p>Excited by new opportunities and challenges.</p>