



Hybu Cig Cymru Meat Promotion Wales

Job Profile: Communications & Events Coordinator

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 working as part of the communications and external affairs team, this role provides day-to-day support across the organisation on communications, events and external affairs matters.

This is an entry-level role suited to a recent graduate or early-career professional looking to develop experience in communications and stakeholder engagement.

As part of a team, the postholder supports the delivery of the organisation's communications, events and external affairs activity, helping to ensure that HCC's strategic priorities are communicated effectively.

Working closely with colleagues from across the organisation, the role assists in ensuring that individual projects/programmes are well supported and communicated, contributing to the organisation's reputation amongst key stakeholders, customers, and members of the public.



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Principal accountabilities and responsibilities

Communications and media relations

Assist in the delivery of HCC's communications activity, helping to ensure clear, consistent and timely messaging to external audiences and stakeholders.

As part of a team, support the updating and maintenance of HCC's corporate-owned social media channels with organisational news, announcements and updates.

Support the production of corporate communications, ensuring they are accurate, on brand and aligned with agreed messaging and organisational priorities.

Monitor social media channels and flag issues, opportunities or enquiries to senior colleagues as appropriate.

Provide administrative and coordination support for media-related activity, working with colleagues and partners to support positive external representation of HCC.

Events support

Assist with the planning, organisation and delivery of HCC-led and partner events, working closely with internal colleagues and external stakeholders.

Provide logistical and administrative support for events, including preparation materials and on-the-day delivery.

Attend events as required to support event delivery and gain experience in stakeholder engagement.

Support event communications, including promotion, on-the-day activity and post-event follow-up.



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Wider external relations

Provide support to wider external relations activity by working collaboratively with internal teams and external partners on joint initiatives and engagement opportunities.

Assist with collaborative projects and events with external partners that support HCC's broader objectives.

Help maintain positive relationships with external stakeholders, supporting senior colleagues in engagement activity.

Work flexibly across teams to support administrative and operational tasks, contributing to HCC's external profile and engagement.

Knowledge & Skills

Factor	Essential criteria	Desirable criteria
Knowledge	<p>Basic understanding of communications principles, including the use of social media and other external channels to communicate organisational messages.</p> <p>Awareness of how events can support communications and engagement, including promotion and on-the-day support.</p>	<p>The ability to communicate (written and spoken) through the medium of Welsh.</p> <p>Knowledge of the Welsh agri-food sector or related industries, including key stakeholders and audiences.</p>



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	Understanding of the importance of brand consistency, tone of voice and accurate, timely communications.	Awareness of working within a publicly funded, arm's-length or membership-based organisation.
Skills & Experience	<p>Good written communication skills, with the ability to produce clear and accurate content for external audiences.</p> <p>Good organisational skills, with the ability to support events, communications activity and multiple priorities simultaneously.</p>	<p>Ability to adapt content for different audiences or channels, including stakeholder or partner communications.</p> <p>Welsh language skills (spoken and/or written).</p>
Personal Attributes	<p>An interest in storytelling and communicating engaging content across digital platforms.</p> <p>Enthusiastic and proactive, with the ability to manage multiple tasks</p>	<p>Passion for supporting the Welsh red meat industry and its supply chain.</p> <p>Think creatively to offer unique solutions.</p>



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	<p>and meet deadlines.</p> <p>Ability to work independently as well as part of a team.</p> <p>Creative thinker with a willingness to learn and develop new skills.</p> <p>Willing to learn in a fast-paced digital communications environment.</p>	<p>Excited by new opportunities and challenges.</p>
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