

Disgrifiad Swydd

Teitl y Swydd	Arweinydd Cyfathrebu ac Ymgysylltu Strategol - Tyfu Canolbarth Cymru
Gwasanaeth	Economi ac Adfywio
Graddfa	Gradd 12
Pwynt/iau Cyflog	35-37
Cyflog	£47,665 - £49,817 pro rata
Pwrpas y Swydd	Arwain a rheoli swyddogaeth gyfathrebu, ymgysylltu a materion cyhoeddus benodol Tyfu Canolbarth Cymru, gan weithredu fel y prif weithiwr proffesiynol cyfathrebu ac ymgysylltu ar gyfer y bartneriaeth ar draws Bargaen Twf Canolbarth Cymru, Ynni, Trafnidiaeth, Sgiliau, y Cyd-bwyllgor Corfforedig a mentrau rhanbarthol ehangach.
Lleoliad Gwaith Cytundebol	Canolfan Rheidol, Aberystwyth / gweithio'n hyblyg ar draws Canolbarth Cymru yn ôl yr angen
Oriau Gwaith	37 awr yr wythnos
Math o Gytundeb	Llawn-amser
Hyd y Cytundeb	Cyfnod Penodedig
Teitl swydd y Rheolwr Llinell	Rheolwr Corfforaethol - Rhaglenni Economaidd Strategol (Uwch Berchennog Cyfrifol y Portffolio – Tyfu Canolbarth Cymru)
Cyfrifoldebau Goruchwylio / Rheoli	Arwain, cydlynu, comisiynu a sicrhau ansawdd gweithgarwch cyfathrebu, marchnata, cyfryngau, digidol ac ymgysylltu, gan gynnwys cymorth allanol a chyllidebau cyfathrebu cysylltiedig o fewn awdurdod dirprwyedig.
Atebolrwydd	Yn atebol i'r Rheolwr Corfforaethol - Rhaglenni Economaidd Strategol ac yn gyfrifol am ddarparu cyngor cyfathrebu proffesiynol i'r Uwch Berchennog Cyfrifol, Prif Weithredwyr, Aelodau, uwch swyddogion, byrddau rhaglenni a threfniadau llywodraethu partneriaethol.
Telerau Cytundebol sy'n Gysylltiedig â'r Swydd	Bydd angen i ddeiliad y swydd allu teithio i wahanol leoliadau ledled y sir ar fyr rybudd, gan ddefnyddio cludiant personol, i ymateb yn brydlon i anghenion y gwasanaeth.

Dyletswyddau a chyfrifoldebau	
• Arwain y gwaith o ddatblygu, gweithredu ac adolygu Strategaeth Gyfathrebu ac Ymgysylltu Tyfu Canolbarth Cymru a chynlluniau cyfathrebu, ymgysylltu a materion cyhoeddus blynyddol. • Darparu cyngor cyfathrebu, ymgysylltu a materion cyhoeddus strategol i uwch arweinwyr, Aelodau, byrddau rhaglenni a threfniadau llywodraethu partneriaethol. • Arwain cyfathrebu ar draws Bargaen Twf Canolbarth Cymru, y Cyd-bwyllgor Corfforedig, y Cynllun Trafnidiaeth Rhanbarthol, y Rhaglen Ynni, y Bartneriaeth Sgiliau Ranbarthol a mentrau rhanbarthol eraill. • Datblygu a chynnal brand, naratif, negeseuon allweddol a dull adrodd straeon Tyfu Canolbarth Cymru, gan sicrhau bod cyfathrebu'n glir, hygyrch, dwyieithog, yn canolbwyntio ar gynulleidfaoedd ac yn cyd-fynd â safonau partneriaid. • Arwain cysylltiadau â'r cyfryngau, rheoli enw da ac ymatebion cyfathrebu ar faterion sensitif, dadleuol, gwleidyddol arwyddocaol neu uchel eu proffil. • Cynllunio a chyflawni ymgyrchoedd, digwyddiadau, ymgynghoriadau a gweithgarwch ymgysylltu â rhanddeiliaid sy'n gwella dealltwriaeth o flaenoriaethau rhanbarthol ac yn dangos effaith buddsoddiad rhanbarthol. • Meithrin a chynnal perthnasoedd effeithiol â'r Llywodraeth, awdurdodau lleol, y cyfryngau, busnesau, cymunedau, noddwyr prosiectau, buddsoddwyr a phartneriaid strategol. • Arwain sianeli a chynnwys cyfathrebu digidol, gan ddefnyddio dealltwriaeth, dadansoddeg ac adborth i wella cyrhaeddiad, ymgysylltiad ac effeithiolrwydd. • Comisiynu, rheoli a sicrhau ansawdd cymorth cyfathrebu, marchnata, cyfryngau, dylunio, digidol ac ymgysylltu allanol.	
Cyfeirnod at Ddibenion Gwerthuso Swyddi	JD 1930

Manyleb y Person

Gofynion Hanfodol	
Cymwysterau Academaidd / Proffesiynol / Technegol / Galwedigaethol	- Cymhwyster ar lefel gradd, cymhwyster proffesiynol cyfatebol neu brofiad cyfatebol amlwg mewn cyfathrebu, cysylltiadau cyhoeddus, marchnata, newyddiaduraeth, y cyfryngau, materion cyhoeddus, polisi cyhoeddus neu ddisgyblaeth berthnasol. - Tystiolaeth o ddatblygiad proffesiynol parhaus sy'n berthnasol i gyfathrebu strategol, ymgysylltu â rhanddeiliaid, materion cyhoeddus, marchnata, cysylltiadau â'r cyfryngau neu gyfathrebu digidol.
Sgiliau ieithyddol Cymraeg:	Rhaid i chi feddu ar y sgiliau ieithyddol canlynol pan fyddwch chi'n dechrau'r swydd. Gwrando a Siarad Lefel 5: Medru cyfrannu'n rhugl a hyderus yng nghyswllt pob agwedd ar y gwaith beunyddiol, gan gynnwys trafod a chynghori ar faterion technegol, arbenigol neu sensitif. Sgiliau Darllen Lefel 5: Gallu deall adroddiadau, dogfennau ac erthyglau y mae'n debygol o ddod ar eu traws yn ystod y gwaith, gan gynnwys cysyniadau cymhleth wedi'u mynegi yn nhermau astrus. Sgiliau Ysgrifennu Lefel 5: Medru llunio gohebiaeth fusnes, adroddiadau byr, negeseuon e-bost a llenyddiaeth hysbysrwydd i safon dderbyniol gyda chymorth cymhorthion iaith. Medru llunio nodiadau manwl tra'n cymryd rhan lawn mewn cyfarfod.
Sgiliau ieithyddol Saesneg:	Rhaid i chi feddu ar y sgiliau ieithyddol canlynol pan fyddwch chi'n dechrau'r swydd. Gwrando a Siarad Lefel 5: Medru cyfrannu'n rhugl a hyderus yng nghyswllt pob agwedd ar y gwaith beunyddiol, gan gynnwys trafod a chynghori ar faterion technegol, arbenigol neu sensitif. Sgiliau Darllen Lefel 5: Gallu deall adroddiadau, dogfennau ac erthyglau y mae'n debygol o ddod ar eu traws yn ystod y gwaith, gan gynnwys cysyniadau cymhleth wedi'u mynegi yn nhermau astrus. Sgiliau Ysgrifennu Lefel 5: Medru llunio gohebiaeth fusnes, adroddiadau byr, negeseuon e-bost a llenyddiaeth hysbysrwydd i safon dderbyniol gyda chymorth cymhorthion iaith. Medru llunio nodiadau manwl tra'n cymryd rhan lawn mewn cyfarfod.
Sgiliau Ymarferol / Personol	Sgiliau ysgrifenedig, llafar a chyflwyno eithriadol yn Gymraeg ac yn Saesneg, gyda'r gallu i gyfleu

	gwybodaeth gymhleth, dechnegol neu sensitif yn glir ac yn hyderus. • Ymwybyddiaeth wleidyddol, barn broffesiynol a hygyrddedd cryf, gyda'r gallu i weithredu'n effeithiol ar draws dau awdurdod lleol, partneriaid Llywodraeth, aelodau etholedig a rhanddeiliaid rhanbarthol. • Y gallu i ddatblygu naratifau clir, negeseuon allweddol a chyfathrebu sy'n canolbwyntio ar gynulleidfaoedd ac sy'n cefnogi dealltwriaeth, ymgysylltiad a hyder. • Sgiliau arwain, dylanwadu a rheoli perthnasoedd cryf, gan gynnwys y gallu i gydlynu cyfathrebu ar draws ffiniau sefydliadol. • Sgiliau rhagorol mewn delio â'r cyfryngau, rheoli enw da a rheoli materion. • Sgiliau cyfathrebu digidol cryf, gan gynnwys gwefan, cyfryngau cymdeithasol, cylchlythyrau, cynnwys amlgyfrwng, dadansoddeg a safonau cynnwys hygyrch. • Y gallu i ddadansoddi gwybodaeth gymhleth a'i throï'n gyfathrebu clir, cryno a chymhellol. • Sgiliau trefnu, rheoli prosiectau a chynllunio ymlaen cryf, gyda'r gallu i reoli blaenoriaethau a therfynau amser sy'n cystadlu â'i gilydd. • Y gallu i gomisiynu, rheoli a sicrhau ansawdd cymorth cyfathrebu allanol a chyllidebau cyfathrebu dirprwyedig. • Trwydded yrru lawn a gallu teithio ledled Canolbarth Cymru, Cymru ac weithiau ymhellach i ffwrdd yn ôl yr angen.
Profiad Hanfodol	• O leiaf bum mlynedd o brofiad perthnasol mewn cyfathrebu, cysylltiadau cyhoeddus, y cyfryngau, marchnata, ymgysylltu â rhanddeiliaid neu faterion cyhoeddus, gan gynnwys profiad o weithredu ar lefel uwch neu strategol. • Profiad o ddatblygu a chyflawni strategaethau cyfathrebu ac ymgysylltu, ymgyrchoedd a chynlluniau ymlaen ar gyfer rhaglenni, partneriaethau neu sefydliadau cymhleth. • Profiad o gynghori uwch arweinwyr, byrddau, aelodau etholedig neu gyrff llywodraethu cyfatebol ar gyfathrebu, ymgysylltu, delio â'r cyfryngau a materion enw da. • Profiad o weithio mewn amgylcheddau gwleidyddol sensitif, uchel eu proffil neu aml-randdeiliaid sy'n cynnwys partneriaid sector cyhoeddus, Llywodraeth, busnesau, cymunedau neu'r cyfryngau. • Profiad o gynllunio a chyflawni gweithgarwch cyfryngau, digidol, digwyddiadau, ymgyngori ac ymgysylltu â rhanddeiliaid, ac o werthuso effaith cyfathrebu.
Hyfforddiant/addysg y mae'n ofynnol eu	-

cyflawni/mynd ati i'w cyflawni ar gyfer y swydd	
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Gofynion Dymunol	
Cymwysterau / Hyfforddiant	- Cymhwyster proffesiynol, achrediad neu aelodaeth o Sefydliad Siartredig Cysylltiadau Cyhoeddus (CIPR), Sefydliad Siartredig Marchnata (CIM) neu gyfwerth. - Cymhwyster rheoli prosiectau neu raglenni, megis PRINCE2, MSP, APM neu gyfwerth. - Hyfforddiant mewn materion cyhoeddus, cyfathrebu digidol, cysylltiadau â'r cyfryngau, cyfathrebu mewn argyfwng, ymgysylltu â rhanddeiliaid neu arwain a rheoli.
Sgiliau Ymarferol / Personol	- Profiad o gyfathrebu sy'n ymwneud â Bargenni Twf, Bargenni Dinesig, partneriaethau rhanbarthol, rhaglenni buddsoddi cyfalaf mawr neu raglenni buddsoddi sector cyhoeddus cymhleth tebyg. - Profiad o ymweliadau gweinidogol, cyhoeddiadau Llywodraeth, hyrwyddo buddsoddiad neu weithgarwch materion cyhoeddus. - Profiad o gyfathrebu mewn argyfwng, cyfathrebu brys neu gyfathrebu ar gyfer materion cyhoeddus dadleuol. - Dealltwriaeth o ddatblygu economaidd rhanbarthol, adfywio, sgiliau, trafnidiaeth, ynni ac agendâu buddsoddi. - Dealltwriaeth o ranbarth Canolbarth Cymru a'i gyd-destun economaidd, cymdeithasol a gwleidyddol. - Gwybodaeth am ddatblygu polisi Llywodraeth Cymru a Llywodraeth y DU, prosesau cyfathrebu a rhaglenni ariannu. - Y gallu i nodi cyfleoedd cyfathrebu sy'n dod i'r amlwg a datblygu dulliau arloesol o ymgysylltu â chynulleidfaoedd.

Job Description

Post Name	Strategic Communications and Engagement Lead – Growing Mid Wales
Service	Economy and Regeneration
Grade	Grade 12
Spinal Point/s	35-37
Salary	£47,665 - £49,817 pro rata
Job Purpose	To lead and manage the dedicated communications, engagement and public affairs function for Growing Mid Wales, acting as the principal communications and engagement professional for the partnership across the Mid Wales Growth Deal, Energy, Transport, Skills, the Corporate Joint Committee and wider regional initiatives.
Contractual Work Location/Base	Canolfan Rheidol, Aberystwyth / agile working across Mid Wales as required
Hours of Work	37 hours per week
Type of Contract	Full-time
Contract Duration	Fixed Term
Line Managers Job Title	Corporate Manager - Strategic Economic Programmes (Portfolio SRO – Growing Mid Wales)
Supervisory/Managerial Responsibilities	Lead, coordinate, commission and quality-assure communications, marketing, media, digital and engagement activity, including external support and associated communications budgets within delegated authority.
Accountability	Accountable to the Corporate Manager - Strategic Economic Programmes and responsible for providing professional communications advice to the Senior Responsible Owner, Chief Executives, Members, senior officers, programme boards and partnership governance arrangements.
Contractual Terms Associated with the Post	Using their own travel arrangements, the postholder must be able to attend locations across the county at very short notice, in order to respond promptly to operational and service demands.

Duties and Responsibilities	
• Lead the development, implementation and review of the Growing Mid Wales Communications and Engagement Strategy and annual communications, engagement and public affairs plans. • Provide strategic communications, engagement and public affairs advice to senior leaders, Members, programme boards and partnership governance arrangements. • Lead communications across the Mid Wales Growth Deal, Corporate Joint Committee, Regional Transport Plan, Energy Programme, Regional Skills Partnership and other regional initiatives. • Develop and maintain the Growing Mid Wales brand, narrative, key messages and storytelling approach, ensuring communications are clear, accessible, bilingual, audience-focused and aligned with partner standards. • Lead media relations, reputation management and communications responses on sensitive, contentious, politically significant or high-profile matters. • Plan and deliver campaigns, events, consultations and stakeholder engagement activity that improve understanding of regional priorities and demonstrate the impact of regional investment. • Build and maintain effective relationships with Government, local authorities, media, businesses, communities, project sponsors, investors and strategic partners. • Lead digital communications channels and content, using insight, analytics and feedback to improve reach, engagement and effectiveness. • Commission, manage and quality-assure external communications, marketing, media, design, digital and engagement support.	
Job Evaluation Post Ref	JD 1930

Person Specification

Essential Requirements	
Academic / Professional / Technical / Vocational Qualifications	- Degree level qualification, equivalent professional qualification or demonstrable equivalent experience in communications, public relations, marketing, journalism, media, public affairs, public policy or a related discipline. - Evidence of continuing professional development relevant to strategic communications, stakeholder engagement, public affairs, marketing, media relations or digital communications.
Welsh Linguistic Skills:	You must possess the following linguistic skills when you start the position. Listening & Speaking Level 5: Can contribute fluently and confidently in relation to all aspects of day-to-day work, including discussing and advising upon technical, specialist or sensitive matters. Reading Skills Level 5: Can understand reports, documents and articles he/she is likely to read during his/her work, including complicated concepts expressed in abstruse terms. Writing Skills Level 5: Can write business correspondence, short reports, e-mail messages and information literature to an acceptable standard with the assistance of language tools. Can write detailed notes in a meeting whilst contributing fully.
English Linguistic Skills:	You must possess the following linguistic skills when you start the position. Listening & Speaking Level 5: Can contribute fluently and confidently in relation to all aspects of day-to-day work, including discussing and advising upon technical, specialist or sensitive matters. Reading Skills Level 5: Can understand reports, documents and articles he/she is likely to read during his/her work, including complicated concepts expressed in abstruse terms. Writing Skills Level 5: Can write business correspondence, short reports, e-mail messages and information literature to an acceptable standard with the assistance of language tools. Can write detailed notes in a meeting whilst contributing fully.
Practical and personal skills	- Exceptional written, verbal and presentation skills in both Welsh and English, with the ability to communicate complex, technical or sensitive information clearly and confidently. - Strong political awareness, judgement and professional credibility, with the ability to operate effectively across two local authorities, Government partners, elected members and regional stakeholders.

	• Ability to develop clear narratives, key messages and audience-focused communications that support understanding, engagement and confidence. • Strong leadership, influencing and relationship-management skills, including the ability to coordinate communications across organisational boundaries. • Excellent media handling, reputation management and issue-management skills. • Strong digital communications skills, including website, social media, newsletters, multimedia content, analytics and accessible content standards. • Ability to analyse complex information and translate it into clear, concise and compelling communications. • Strong organisational, project management and forward-planning skills, with the ability to manage competing priorities and deadlines. • Ability to commission, manage and quality-assure external communications support and delegated communications budgets. • Full driving licence and ability to travel throughout Mid Wales, Wales and occasionally further afield as required.
Required Experience	• Minimum of five years' relevant experience in communications, public relations, media, marketing, stakeholder engagement or public affairs, including experience operating at a senior or strategic level. • Experience of developing and delivering communications and engagement strategies, campaigns and forward plans for complex programmes, partnerships or organisations. • Experience of advising senior leaders, boards, elected members or equivalent governance bodies on communications, engagement, media handling and reputational matters. • Experience of working in politically sensitive, high-profile or multi-stakeholder environments involving public sector partners, Government, businesses, communities or the media. • Experience of planning and delivering media, digital, events, consultation and stakeholder engagement activity, and of evaluating communications impact.
Training/education required to be undertaken for the post/worked towards	-

Desirable Requirements	
Qualifications / Training	• Chartered Institute of Public Relations (CIPR), Chartered Institute of Marketing (CIM) or equivalent professional qualification, accreditation or membership. • Project or programme management qualification, such as PRINCE2, MSP, APM or equivalent.

	• Training in public affairs, digital communications, media relations, crisis communications, stakeholder engagement or leadership and management.
Practical / Personal Skills	• Experience of communications relating to Growth Deals, City Deals, regional partnerships, major capital investment programmes or similarly complex public sector investment programmes. • Experience of ministerial visits, Government announcements, investment promotion or public affairs activity. • Experience of crisis communications, emergency communications or communications for contentious public issues. • Understanding of regional economic development, regeneration, skills, transport, energy and investment agendas. • Understanding of the Mid Wales region and its economic, social and political context. • Knowledge of Welsh Government and UK Government policy development, communications processes and funding programmes. • Ability to identify emerging communications opportunities and develop innovative approaches to audience engagement.