# sustrans_welsh

# Job Description

**Job title:**Curriculum Support & Communications Officer, Wales

**Reference:** SUS2928

**Salary:**Grade G:  £27,255 per annum

**Hours:**         37.5 hours per week

**Contract:**Fixed-term until 31 March 2023

**Base:**Sustrans Cymru offices inCardiff Bay

Note: this role will require the post-holder to travel and work at other locations as necessary to undertake projects on behalf of Sustrans.

**Job purpose:**

To develop education resources, linked to the new Curriculum in Wales, to support the integration of Active Travel activities in schools. To provide communications and marketing support to the Active Journeys team across Wales.

To develop and deliver communication and campaign plans that promote active travel to schools and the wider school community. Support a network of schools and associated stakeholders, maintaining regular communication and organising events. To develop and maintain inspiring content for Sustrans Cymru’s schools related web pages and social media channels.

To organise and facilitate network events and celebrations that showcase Active Travel Schools and best practice. To develop local promotional materials and support funding bid production. To the support the development of key relationships with existing and prospective stakeholders and partners.

**Place in Organisation:**

The post-holder will report to the Head of Delivery & Partnerships, Cymru.

**Key relationships:**

Internal: Head of Delivery & Partnerships, Cymru

National Director, Wales

Communications & Marketing Officer (Wales)

Senior Policy Officer (Wales)

Head of Behaviour Change & Engagement (UK)

Behaviour Change Coordinator (UK)

                     Other regional and Sustrans-wide staff

External:       Education Officials – Welsh Government / Local Authorities

Partner Communications teams

Schools, Governors and Parents

Journalists, broadcasters, bloggers and commentators

Other national organisations e.g. other charities, walking and cycling organisations

Existing and prospective stakeholders & partners

**Key responsibilities:**

**Curriculum Support**

1. To develop education resources, linked to the new Curriculum in Wales, to support the integration of Active Travel activities in schools.
2. To ensure all resources are bilingual and comply with Sustrans Welsh Language policy
3. To arrange and promote networking and training events for champions, parents and governors, to help develop skills, knowledge and understanding of active travel.
4. To further develop and promote the Active Travel School Award and associated web-platform.
5. To monitor and evaluate use of resources, keeping records & statistics to both further improve resources and to report back to key stakeholders.
6. To maintain regular contact with Champions and Schools, offering support with resources and the Active Travel School Award.

**Communications**

1. To provide communications and marketing support to the Active Journeys team across Wales.
2. To develop and deliver communication and campaign plans that promote active travel to schools and the wider school community.
3. To monitor and report on progress against plans and activities.
4. To support the Head of Delivery & Partnerships in the promotion of the Active Journeys brand in Wales, including ensuring all staff and contracted partners in Wales apply Sustrans’ guidance on branding, tone of voice and key messages
5. To develop and maintain relationships with key journalists, broadcasters, commentators and bloggers
6. To draft and disseminate content including press releases, together with articles, case studies and stories for online platforms
7. To respond to media queries, arrange media interviews, brief spokespeople and act as a media spokesperson
8. To edit and manage the Wales Schools pages of Sustrans website
9. To oversee the production and dissemination of marketing materials and content including brochures, videos, case studies and stories
10. To identify promotional opportunities (for example conferences)
11. To support the Head of Delivery & Partnerships and other staff in the development and strengthening of relationships with key stakeholders & partners.

**Training and personal development:**

1. To attend essential Sustrans training as required by the Charity.
2. To work with own line manager to ensure personal development by working to objectives set as part of the Charity’s appraisal process.

**Health & Safety, Safeguarding and Equality, Diversity and Inclusion:**

1. To support and comply with the organisation’s policy for the management of health and safety
2. To support and comply with the organisation’s policies for the management of safeguarding
3. To support and comply with the organisation’s policy and procedures relating to Equality, Diversity, and Inclusion and apply principles of best practice in own role

**Sustrans Networks**:

1. This role may have additional responsibilities as a member of a network of colleagues working on Sustrans-wide topics, including schools resources and School Streets

**Other**

1. To perform any other duties consistent with the nature and grade of the role as agreed with the line manager.

**Working conditions:**

The post-holder will live close to the nominated office base although there may be opportunities to work from home at times. Overnight stays away from home may be necessary when participating in projects away from their designated base. Occasional weekend and late working may be required with time off in lieu.  The post-holder must be prepared to cycle or use public transport for the majority of work journeys.

Clearance by an Enhanced Disclosure check through the DBS is mandatory for this role.

**Special note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the jobholder.

Compiled by: Interim Deputy Director Wales

Date: June 2020

**Curriculum Support & Communications Officer, Wales (SUS2928)**

**Person specification:**

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| **Criteria** | **Essential** |
| Qualifications, education and training | * Educated to degree level or equivalent |
| Experience | * Experience of working in education provision * Experience of producing engaging content for a range of audiences * Experience of working with creative colleagues and agencies and applying brand and style guidelines * Experience of establishing and supporting stakeholder networks * Experience of organising and running events and receptions * Experience of prioritising and planning a busy workload |
| Skills and abilities | * A proven ability to write relevant, engaging content for a variety of audiences * Ability to use own initiative and be self-starting * Strong communications and interpersonal skills and telephone manner * Good report writing skills * Excellent presentation skills * Track record of working to deadlines * Excellent IT literacy * Demonstrate competent and confident use of social media for professional purposes |
| Knowledge | * Good understanding of the communications environment, including media, digital and marketing * Good understanding of school settings * Understanding of the health benefits of active travel |
| Other | * Committed Sustrans vision |

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| **Criteria** | **Desirable** |
| Qualifications, education and training | * Training and qualifications in communications and marketing * Teaching qualification |
| Experience | * Experience of producing leaflets / resources to support education delivery * Working for a third sector organisation |
| Skills and abilities | * Graphic design skills * Welsh language - oral and written fluency |
| Knowledge | * Knowledge of the New Curriculum for Wales |

# sustrans_welsh

**Disgrifiad Swydd**

**Teitl swydd:**Swyddog Cefnogi Cwricwlwm a Chyfathrebu, Cymru

**Cyfeirnod:** SUS2928

**Cyflog:**Graddfa G:  £27,255 y flwyddyn

**Oriau:**        37.5 awr yr wythnos

**Cytundeb:**cyfnod-penodol hyd 31 Mawrth 2023

**Lleoliad:**SwyddfeyddSustrans Cymru ym Mae Caerdydd

Sylwer: yn y rôl hon, bydd gofyn i ddeiliad y swydd deithio a gweithio mewn lleoliadau eraill yn ôl y galw i ymgymryd â phrosiectau ar ran Sustrans.

**Diben y swydd:**

Datblygu adnoddau addysgol sy’n cysylltu i’r Cwricwlwm newydd i Gymru, i gefnogi integreiddio gweithgareddau Teithio Llesol mewn ysgolion. Darparu cefnogaeth cyfathrebu a marchnata i’r tîm Teithiau Iach ledled Cymru.

Datblygu a darparu gwaith cyfathrebu ac ymgyrchoedd sy’n hyrwyddo teithio iach ymysg ysgolion a’r gymuned ysgol ehangach. Cefnogi rhwydwaith o ysgolion a rhanddeiliaid cysylltiedig, cadw mewn cysylltiad yn rheolaidd a threfnu digwyddiadau. Datblygu a chynnal cynnwys llawn ysbrydoliaeth ar gyfer gwefan a chyfryngau cymdeithasol Sustrans Cymru sy’n ymwneud ag ysgolion.

Trefnu a hwyluso digwyddiadau a dathliadau i’r rhwydwaith sy’n arddangos Ysgolion Teithio Llesol ac arfer gorau. Datblygu deunyddiau hyrwyddo lleol a chreu ceisiadau am gyllid. Cefnogi datblygiad cysylltiadau allweddol gyda darpar randdeiliaid a phartneriaid a rhai presennol.

**Safle yn y Mudiad:**

Bydd deiliad y swydd yn adrodd i’r Pennaeth Darparu a Phartneriaethau, Cymru.

**Cysylltiadau allweddol:**

Mewnol: Pennaeth Darparu a Phartneriaethau, Cymru

Cyfarwyddwr Cenedlaethol, Cymru

Swyddog Cyfathrebu a Marchnata (Cymru)

Uwch Swyddog Polisi (Cymru)

Pennaeth Newid Ymddygiad ac Ymgysylltu (Y Deyrnas Unedig)

Cydlynydd Newid Ymddygiad (Y Deyrnas Unedig)

Staff arall rhanbarthol a chenedlaethol Sustrans

Allanol: Swyddogion Addysg – Llywodraeth Cymru / Awdurdodau Lleol

Timau cyfathrebu partneriaid

Ysgolion, Llywodraethwyr a Rhieni

Newyddiadurwyr, darlledwyr, blogwyr a sylwebwyr

Mudiadau cenedlaethol eraill e.e. elusennau eraill, mudiadau cerdded a beicio

Darpar randdeiliaid a phartneriaid a rhai presennol

**Cyfrifoldebau allweddol:**

**Cefnogi’r Cwricwlwm**

1. Datblygu adnoddau addysg, wedi’u cysylltu â’r Cwricwlwm newydd i Gymru, i gefnogi integreiddio gweithgareddau Teithio Llesol mewn ysgolion.
2. Sicrhau bod yr holl adnoddau’n ddwyieithog ac yn cydymffurfio â pholisi Sustrans ar y Gymraeg
3. Trefnu a hyrwyddo digwyddiadau rhwydweithio a hyfforddiant ar gyfer pencampwyr, rhieni a llywodraethwyr, er mwyn helpu i ddatblygu sgiliau, gwybodaeth a dealltwriaeth o deithio llesol.
4. Datblygu a hyrwyddo’r Wobr Ysgol Teithio Llesol a’r llwyfan ar-lein gysylltiedig ymhellach.
5. Monitro a gwerthuso’r defnydd o adnoddau, cadw cofnodion ac ystadegau er mwyn gwella’r adnoddau ac adrodd yn ôl i randdeiliaid allweddol.
6. Cadw mewn cysylltiad rheolaidd â Hyrwyddwyr ac Ysgolion, gan gynnig cymorth gydag adnoddau a’r Wobr Ysgol Teithio Llesol.

**Cyfathrebu**

1. Rhoi cefnogaeth cyfathrebu a marchnata i’r tîm Teithiau Iach ledled Cymru.
2. Datblygu a darparu cynlluniau cyfathrebu ac ymgyrchu sy’n hyrwyddo teithio’n llesol i ysgolion a’r gymuned ysgol yn ehangach.
3. Monitro ac adrodd ar gynnydd yn erbyn cynlluniau a gweithgareddau.
4. Cefnogi’r Pennaeth Darparu a Phartneriaethau i hyrwyddo’r brand Teithiau Iach yng Nghymru, yn cynnwys sicrhau bod yr holl staff a phartneriaid sydd wedi’u contractio yng Nghymru yn defnyddio canllawiau Sustrans ar frandio, tôn llais a negeseuon allweddol.
5. Datblygu a chynnal cysylltiadau gyda newyddiadurwyr, darlledwyr, sylwebwyr a blogwyr allweddol.
6. Drafftio a rhannu cynnwys yn cynnwys datganiadau i’r wasg, ynghyd ag erthyglau, astudiaethau achos a straeon ar gyfer llwyfannau ar-lein.
7. Ymateb i ymholiadau’r wasg, trefnu cyfweliadau â’r cyfryngau, briffio llefarwyr, a bod yn llefarwr ar ran y prosiect yn y cyfryngau.
8. Golygu a chynnal tudalennau Ysgolion Cymru ar wefan Sustrans
9. Goruchwylio creu a rhannu deunyddiau a chynnwys marchnata, yn cynnwys pamffledi, fideos, astudiaethau achos a straeon.
10. Canfod cyfleoedd hyrwyddo (e.e. cynadleddau).
11. Cefnogi’r Pennaeth Darparu a Phartneriaethau a staff arall i ddatblygu a chryfhau cysylltiadau gyda rhanddeiliaid a phartneriaid allweddol.

**Hyfforddiant a datblygiad personol:**

1. Mynychu hyfforddiant hanfodol Sustrans fel bo’r Elusen yn gofyn.
2. Sicrhau eich datblygiad personol eich hunan trwy weithio i amcanion a osodir fel rhan o broses werthuso’r Elusen.

**Iechyd a Diogelwch, Diogelu a Chydraddoldeb, Amrywiaeth a Chynhwysiant:**

1. Cynnal a chydymffurfio â pholisïau’r mudiad ar reoli iechyd a diogelwch.
2. Cynnal a chydymffurfio â pholisïau’r mudiad ar reoli diogelu.
3. Cynnal a chydymffurfio â pholisi a gweithdrefnau Sustrans yn gysylltiedig â Chydraddoldeb, Amrywiaeth a Chynhwysiant ac arddel egwyddorion arfer gorau yn eich rôl eich hunain.

**Rhwydweithiau Sustrans**:

1. Gallai’r swydd hon ddod gyda chyfrifoldebau ychwanegol fel aelod o rwydwaith o gydweithwyr sy’n gweithio ar faterion Sustrans gyfan, yn cynnwys adnoddau ar gyfer ysgolion, a School Streets.

**Arall**

1. Ymgymryd ag unrhyw ddyletswyddau eraill sy’n gyson â natur a graddfa’r rôl fel y cytunir gyda’r rheolwr llinell.

**Amodau gwaith:**

Bydd deiliad y swydd yn byw’n agos i’r swyddfa benodedig, er y gall fod cyfleoedd i weithio o gartref ar adegau. Gall fod angen aros oddi cartref dros nos wrth gymryd rhan mewn prosiectau a gynhelir oddi wrth y lleoliad gwaith penodedig. Gellir bod angen gweithio gyda’r nos a thros y Sul yn achlysurol, gydag amser i ffwrdd yn ei le. Rhaid i ddeiliad y swydd fod yn barod i feicio neu ddefnyddio trafnidiaeth gyhoeddus ar gyfer y rhan fwyaf o siwrneiau gwaith.

Mae gwiriad Datgeliad Manylach boddhaol gan y Gwasanaeth Datgelu a Gwahardd (DBS) yn hanfodol ar gyfer y swydd hon.

**Nodyn arbennig:**

Nid yw’r disgrifiad swydd hwn yn llunio rhan o’r contract cyflogaeth, ond mae’n dangos sut y dylid perfformio’r contract. Gall y disgrifiad swydd newid yng ngoleuni profiad ac mewn ymgynghoriad â deiliad y swydd.

Crëwyd gan: Dirprwy Gyfarwyddwr Dros Dro Cymru

Dyddiad: Mehefin 2020

**Swyddog Cefnogi Cwricwlwm a Chyfathrebu, Cymru(SUS2928)**

**Manyleb y person:**

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| **Meini Prawf** | **Hanfodol** |
| Cymwysterau, addysg a hyfforddiant | * Addysg i lefel gradd neu gyfwerth |
| Profiad | * Profiad o weithio mewn darpariaeth addysg * Profiad o gynhyrchu cynnwys diddorol ar gyfer amrywiaeth o gynulleidfaoedd * Profiad o weithio gyda chydweithwyr ac asiantaethau creadigol a chadw at ganllawiau brand a steil * Profiad o sefydlu a chefnogi rhwydweithiau rhanddeiliaid * Profiad o drefnu a chynnal digwyddiadau ac achlysuron * Profiad o flaenoriaethu a chynllunio llwyth gwaith prysur |
| Sgiliau a galluoedd | * Gallu profedig i ysgrifennu cynnwys perthnasol, diddorol ar gyfer amrywiaeth o gynulleidfaoedd * Gallu gweithio ar eich menter eich hun a bod yn hunan-gymhellol * Sgiliau cyfathrebu a rhyngbersonol cadarn a sgiliau teleffon moesgar * Sgiliau ysgrifennu adroddiadau da * Sgiliau cyflwyno rhagorol * Hanes da o weithio i derfynau amser * Llythrennedd TG rhagorol * Dangos defnydd hyfedr a hyderus o’r cyfryngau cymdeithasol at ddibenion proffesiynol |
| Gwybodaeth | * Dealltwriaeth dda o’r amgylchedd cyfathrebu, yn cynnwys y cyfryngau, digidol a marchnata * Dealltwriaeth dda o sefyllfaoedd ysgolion * Dealltwriaeth o fuddion iechyd teithio llesol |
| Arall | * Ymroddedig i weledigaeth Sustrans |

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| **Meini Prawf** | **Dymunol** |
| Cymwysterau, addysg a hyfforddiant | * Hyfforddiant a chymwysterau cyfathrebu a marchnata * Cymhwyster addysgu |
| Profiad | * Profiad o gynhyrchu taflenni/adnoddau i gefnogi darpariaeth addysg * Gweithio i fudiad trydydd sector |
| Sgiliau a galluoedd | * Sgiliau dylunio graffig * Yr iaith Gymraeg – rhuglder ar lafar ac yn ysgrifenedig |
| Gwybodaeth | * Gwybodaeth am y Cwricwlwm newydd i Gymru |