



Job description

Job Title:	Welsh Content and Communications Officer
Hours and Location:	35 hours per week Flexible option of working from home or our Cardiff office. The role will require occasional travel to Cardiff.
Salary Scale:	ProMo Development Officer Scale (£26,708 - £30,327)
Contract Type:	Permanent (Subject to funding)
Probationary Period:	4 months
Responsible to:	Content and Welsh Language Manager

Holiday and benefits:

- Up to 35-hour working week
- Up to 25 days holiday/year, increasing to 30 days (length of service dependent)
- Paid sick leave - up to 3 months (length of service dependent)
- Statutory Bank Holidays in addition to 1 day for Christmas Eve or Birthday
- Hybrid working (dependent on job role)
- Up to 4 weeks working away from Wales base
- Pension scheme - up to 6% employer contribution
- Cycle to work scheme (www.cyclescheme.co.uk)
- Death in Service insurance
- Monthly Internet/Mobile Allowance £30
- Annual Meetings/Events Allowance £50
- Paid Medical Appointments
- Employee Assistance Program

About ProMo Cymru

Our Vision: Creative change for social good.

Our Mission: We Communicate, Design, Build with young people and communities to make change happen.

How we work

ProMo Cymru works collaboratively to make links between people and services using creativity and digital technology. Supporting the third and public sectors to imagine, test, and create better services.

We work with communities through digital and media production, communications, advocacy, and cultural engagement. Our work is informed by over 25 years of delivering digital youth information projects. We share this knowledge through training and consultancy, forming long-term partnerships to benefit people and organisations.

ProMo is a registered charity and social enterprise; our profits are invested back into our community projects.

Find out more about ProMo Cymru at www.promo.cymru

Main purpose of post

Our Communications, Engagement and Digital team is looking for a creative, organised and self-motivated **Welsh Content and Communications Officer** who loves to write high-quality bilingual content and enjoys working on several projects in a fast-paced environment.

Our team creates a variety of content for several projects, including social media, blogs, scripts, campaigns, and promotional materials. Much of our work involves co-producing content directly with clients and our target audiences (such as young people).

See our work in action: www.promo.cymru/projects

Main duties

- **Content Creation:** Plan and generate engaging bilingual content for diverse platforms, spanning website articles, blog posts, social media updates, videos, and email newsletters.
- **Editorial Standards:** Edit, proofread, and research content, ensuring all output meets agreed guidelines, brand kits, and relevant policies.
- **Translation:** Provide high-quality, accurate translation of content from English to Welsh and vice versa.
- **Co-production:** Collaborate and co-produce content with young people, colleagues, project evaluators, partners, and stakeholders.

- **Marketing & Strategy:** Develop marketing strategies to amplify content reach and engagement across internal and external channels (social media, newsletters, etc.).
- **Project Coordination:** Lead and deliver content projects and campaigns simultaneously, ensuring they achieve their aims to a high standard, on time, and within budget.
- **Monitoring & Evaluation:** Monitor project performance, gathering data and insights to refine future content strategies.
- **Relationship Management:** Cultivate and maintain strong client and stakeholder relationships across all projects.
- **Training & Support:** Support and deliver training on content development and digital media tools (e.g., Canva, WordPress, Meta Business Suite, and style guides) for internal and external stakeholders.
- **Business Growth:** Contribute to new business development, funding applications, and sustainability plans where appropriate.

The post-holder will also be expected to undertake any other duties required to ensure projects successfully meet their outcomes and objectives.

About you

We would love to hear from you if:

- **Language Skills:** You are fully fluent in Welsh and English, with exceptional written and spoken Welsh skills and the ability to confidently translate and create original content in both languages.
- **Background:** You have a background or qualification in Communications, Journalism, Media, or a related creative field.
- **Experience:** You have proven experience writing compelling, creative, and audience-focused content across different platforms.
- **Collaborative Mindset:** You enjoy working directly with colleagues, communities, young people, and external clients to co-create content.
- **Attitude:** You are reliable, responsible, and possess a positive, 'can-do' approach
- **Adaptability:** You have great time-management skills and are excited to work in a busy environment where no two days are the same.
- **Growth:** You are committed to continuous learning and want to develop your career within one of the fastest-growing social enterprises in Wales.

How to apply: Email your completed [application form](#) to people@promo.cymru

Closing date: Friday, 24th July 2026, 5pm

Interviews: Wednesday, 12 August and Thursday, 13 August 2026 in person at our Cardiff office. (A translation activity will be included as part of the interview process).

Find out more about ProMo Cymru at www.promo.cymru

Person specification and experience:

Requirement	Essential	Desirable	How Identified/ Assessed
Education/ Qualifications:	Recognised qualification in a relevant subject or 3 years equivalent professional experience	Qualification or degree in Communications, Journalism, Media or a related creative field.	Application form
Experience:	<p>Fluent in spoken and written Welsh and English.</p> <p>Proven experience in a content creation, copywriting, or communications focused role.</p> <p>Experience producing creative content for diverse digital platforms (websites, social media, blogs, newsletters).</p> <p>Experience in digital marketing.</p>	<p>Experience working with young people and/or community groups to co-produce content.</p> <p>Experience of delivering training and support.</p> <p>Experience managing and delivering multiple content projects or campaigns simultaneously.</p>	Application form & interview
Skills/Knowledge:	Exceptional written Welsh grammar, spelling, and punctuation, with the ability to translate content accurately bidirectionally	Knowledge of using Content Management systems (CMS e.g. WordPress) and social media management suites (e.g. Meta Business Suite)	Application form & interview

	<p>(English to Welsh and vice versa).</p> <p>Solid organisational, planning and multi-tasking skills with a sharp eye for detail.</p> <p>Strong understanding of how to tailor tone of voice and content styling for different audiences and platforms.</p> <p>Attention to detail, excellent time management and planning skills</p> <p>Ability to work independently and on own initiative, as well as part of a team</p> <p>High level of I.T. literacy</p>	<p>Practical knowledge of creative design tools (e.g. Canva).</p> <p>Knowledge of digital marketing strategies, SEO principles, and social media insights/analytics.</p> <p>Knowledge of statutory/voluntary sector in Wales</p>	
<p>Personal Attributes:</p>	<p>Excellent verbal and written communication and interpersonal skills.</p> <p>Passionate about using content, media and digital platforms to engage with young people</p>		<p>Interview</p>

	<p>and communities in Wales.</p> <p>Enthusiastic and a fast learner.</p> <p>Able to work independently, with excellent time management.</p> <p>Flexible and adaptable to the needs of a busy environment.</p>		
<p>Other requirements:</p>	<p>Committed to working to and upholding ProMo Cymru's values, ethos and culture.</p> <p>Willingness to undertake travel across Wales (including occasional travel to the Cardiff office) when required.</p> <p>Willingness to work flexible hours as per business needs.</p> <p>This post is subject to enhanced DBS checks.</p>	<p>Driving licence with own transport.</p>	<p>Application form & interview</p>

This job description may be subject to review and changed to include such duties and responsibilities as determined in consultation with the postholder. It is not intended to be rigid or inflexible but should be regarded as providing a framework within which the individual works.

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