

## Communications Adviser (Wales)

**Job purpose:** To play a key role in promoting the Law Society's voice in Wales by supporting the development and delivery of effective communications with internal and external stakeholders, Welsh media and to develop and maintain communications with members in Wales by showcasing the relevant work undertaken by the Law Society Wales office for the profession.

### Key Accountabilities:

- Work with the Law Society Wales team, National Board for Wales and in conjunction with our London-based Communications and Content team, to support the development of Wales specific communication strategies and tools to improve visibility and maintain a positive image of the Law Society's work in Wales, in alignment with our wider organisational communications strategy and local needs
- Engage effectively with media and public in Wales, manage media requests, and develop relationships with the Welsh press and key journalists as an integral part of the Law Society Wales team and in collaboration with National Board for Wales and our London-based media team
- Engage with the Head of Wales, Media Relations team, Communications and Content team and other relevant colleagues to develop content, such as press releases, fact sheets, media kits, and videos to support improving the knowledge and understanding of the Law Society's work in Wales and the wider Wales specific political context
- Write announcements, news releases, annual reports, website copy, and video scripts where required
- Engage with the Head of Wales to ensure all Wales specific content supports the Law Society's local operational plan and wider organisational business plan, strategy and vision
- Work with key internal colleagues and teams to develop effective promotional strategies and ensure consistency in messaging around work in Wales
- Support the Head of Wales with the development and delivery of a localised communications plan for Wales
- Support the development and delivery of Law Society Welsh specific campaigns in collaboration with public affairs and policy
- Develop and deliver social media and website activities, working with our London based digital team to align with the corporate approach and brand

**Knowledge, skills and experience**

- Demonstrable knowledge and experience of the workings of The Senedd and Welsh Government
- Evidence of developing impactful communication strategies and tools
- Relevant experience of developing effective relationships with the Welsh press and key journalists
- Able to write clear and high-quality content in the form of news announcements and website copy
- Able to collaborate, network and communicate effectively with a broad range of contacts at various levels both within the organisation and externally.
- Excellent written and verbal skills with the ability to communicate complex issues in Welsh and English
- Able to deliver high quality work in a fast paced and busy environment
- Excellent presentational and organisational skills
- A proactive and constructive approach to workplace challenges
- Evidence of producing successful social media output
- A self-motivator with the commitment to see tasks through to successful completion
- Able to work flexibly beyond standard hours to attend required events
- An understanding of and commitment to supporting a respectful and welcoming working environment

**Desirable**

- Awareness of influences and issues affecting legal services across the jurisdiction and the distinct needs of Wales
- In-depth experience of another communications discipline, such as media, corporate communications, or digital communications
- A knowledge of the legal sector in Wales, and the public policy issues that influence it

<b>Planning &amp; Organising</b> <ul style="list-style-type: none"><li>• Works with the Head of Wales, Policy &amp; Public Affairs Adviser Wales Engagement Manager Wales and Office Executive Wales, to deliver against business plan objectives and the agreed annual Wales plan.</li><li>• Ability to prioritise and to work autonomously</li><li>• Organise diverse activities to deliver enhanced member satisfaction</li><li>• Co-ordinate activity with colleagues across the Law Society to ensure that a seamless experience is delivered for members in both parts of the jurisdiction.</li></ul>	
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