

# WE'RE RECRUITING

Join the team at Denbighshire Leisure Ltd



C Y M R A E G





**Job Title: Welsh Language PR,  
Communications and Media  
Officer**

**Job Reference : DLLC**

**Location : Denbigh**

**Salary : Grade 8, £29,577 - £32,234**

**Hours : 37 hours per week**

**Contract : Permanent**

**Closing Date :**

**How to apply:**

If you are interested in this vacancy, please apply on-line via the website [www.denbighshireleisure.co.uk](http://www.denbighshireleisure.co.uk). For alternative methods of applying please contact Denbighshire County Council Customer Services on 01824 706101.

Denbighshire Leisure Ltd. is a Council owned Trading Company Limited by Guarantee and as such application forms are administered by Denbighshire County Council. Candidates must complete our application form via the website to be considered. We regret that we are unable to reply to all applications. If you have not received a reply within three weeks of the closing date, you must assume that you have not been short listed for interview.

## Letter from the Managing Director

Hi, my name is Jamie Groves, and I am the Managing Director of Denbighshire Leisure Ltd. As you are interested in joining our Company, we thought you would like to know a little bit about us.

This is a truly exciting time to join Denbighshire Leisure Ltd, as we are a new Company with a well-established, passionate and driven team, who all have a culture of high performance and excellent customer service. Our past successes have led us to where we are today, with a reputation for great experiences in all our facilities and a team who thrive on the customer having the best experiences possible.

Our commitment to providing customers with the highest standard of facilities continues year on year, and this rolling programme of investment into our facilities has led to a well-deserved reputation for providing residents and visitors with sport, fitness and leisure facilities that compare with the very best of the private sector. Our seven Leisure Centres offer top class gym equipment and a wide variety of fitness classes. Across the county, we also have six swimming pools, as well as sports halls and outdoor all weather pitches.

For those looking for a fun day out, we have SC2 Water Park with Ninja TAG in Rhyl, the Nova – our premium visitor destination in Prestatyn, and North Wales Bowls Centre. We also offer fine dining and cocktails in the 1891 Restaurant and Bar in Rhyl or pizza and a drink in the sunshine at the Beach Hut in Prestatyn. For those with an interest in the arts, you might like to pay a visit to Ruthin Craft Centre, the Centre for the Applied Arts with three galleries showing the best in national and international contemporary applied art. Our busy Active Communities team have a wealth of experience in their own sectors, and together they combine their skills to offer a varied programme of high quality, inclusive leisure opportunities. Everyone is committed to providing an excellent service to all our customers, so whether it's hosting a birthday party or helping someone improve their health and fitness, we are happy to help.

Our success is down to our staff, and we have a great team and ethic at Denbighshire Leisure Ltd. We offer a wide range of opportunities for training and career progression, and work hard to ensure our staff are happy in their chosen roles. If you are also passionate about providing excellent service, are friendly and approachable, with a desire to help both colleagues and customers, then you'll fit right in.

We look forward to receiving your application.



*'Providing high quality, accessible leisure opportunities which attract high levels of participation and improve the wellbeing of our residents and visitors'*



## Denbighshire Leisure Ltd

Denbighshire Leisure Ltd is committed to Equal Opportunities and its Welsh Language Standards. We welcome applications in the Welsh Language and application forms received in the Welsh Language will not be treated less favourably than an application form submitted in English.

The Denbighshire Leisure team are a well-established, passionate and driven team, with a culture of high performance and excellent customer service. Our past successes have led us to where we are today, with an excellent reputation in all our facilities, and a hard working team who thrive on the customer having the best experiences possible.

We expect our staff to be committed to;

- Providing an excellent standard of service at all times
- Their own self development and the development of our business
- Working flexibly across sites where needed
- Supporting team working, supporting their colleagues and our customers

Our workforce is of utmost importance to us and we are committed to supporting staff to achieve a positive work-life balance. All employees of Denbighshire Leisure Ltd are entitled to a variety of benefits, including discounted gym membership, personal and professional learning and development opportunities, generous annual leave allowances (with the opportunity to purchase more) and support for applications for career breaks and secondments.



## Job Description

Job Title: Welsh Language PR, Communications & Media Officer

Grade: 8

Company: Denbighshire Leisure Ltd

Service Area: Marketing, Brand and PR

Responsible to: Head of Marketing, Brand and Public Relations

Job ID Number / Date Issued: 23rd March 2021

### Job Purpose:

Denbighshire Leisure has made significant progress over the past decade in addressing poor facilities, it is recognised as an important provider service by Denbighshire County Council and other public bodies; and it has a high profile across the Leisure sector. As the Welsh Language and PR Officer, you will work closely with Company Executives to manage and develop the Welsh marketing and communication content for the Company. You will create and develop appropriate Welsh language content in order for the Company to achieve its commercial objectives, whilst maintaining compliance with the Welsh language.

This role will advise on all Welsh language content across the Company in order to sustain a strong brand and reputation; and to maximise visitor numbers and revenues for all facilities and attractions within the Company.

Denbighshire Leisure Ltd is seeking to appoint a highly confident and motivated individual to support the Head of Marketing Brand and Public Relations in promoting and marketing the company's activities and services through the medium of Welsh, and to act as an ambassador for the Welsh Language and culture within the company, as well as ensuring compliance with Welsh Language Standards.

Denbighshire Leisure Ltd is fully committed to the Welsh Language and for that reason we are looking to expand our team at a very exciting time in the company. We are looking for a passionate creative professional, with a strong background in public relations, communications and social media through the medium of Welsh.



The post holder will promote the company through the medium of Welsh via regular press releases and social media campaigns. Working alongside the team to develop and implement a thorough communications and PR strategy, including events and creating content across all digital and traditional platforms.

The post holder will monitor promotional activity across the company's commercial leisure portfolio, including ensuring printed and digital campaign assets are effectively deployed bilingually in line with marketing aims and objectives at each site. There will be a strong focus on our visitor attractions during the holiday season, including customer engagement, social media marketing, website content and imagery updates.

## Principal Accountabilities and Responsibilities

- Ensure effective distribution of digital content across all platforms, including website, social media, digital screens and email marketing for all commercial leisure sites.
- Coordinate ordering and distribution of print and other marketing materials to in-house and external outlets.
- Ensure marketing displays across the portfolio are well-presented and targeted, in line with marketing briefs and comply with the Welsh language.
- Edit and update content on websites and social media platforms, ensuring all content is relevant, accurate and up to date, and translated.
- Monitor the companies Welsh language social media platforms across the company, ensuring comments and messages are responded to promptly.
- Coordinate and support outreach and other proactive sales activities to drive growth in key business areas through the medium of Welsh, including but not limited to commercial attractions, restaurants and leisure complexes.
- Create Welsh content for digital platforms across all channels, including Active Communities and all commercial leisure sites.
- Measure and monitor Welsh language campaign performance and marketing effectiveness, sharing results and recommending ways to improve future performance.



## Principal Accountabilities and Responsibilities

- Deal with customer queries and complaints as appropriate and to provide general information and advice regarding the centres programmes of events and activities through the medium of Welsh.
- Support the company's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken.
- To seek innovative and creative ways of promoting the use of the Welsh Language and raising its profile in such a way to generate a positive attitude towards the Welsh Language within the Company.
- The post holder will record and prepare responses to customer complaints in relation to the Welsh Language; will assist the company services and facilities in proof-reading Welsh language versions of documents; and will manage all the Welsh Language translations across the company's social media platforms.
- Support services in proof-reading Welsh language versions of documents.
- Will provide advice and support to the company board and executive team, on the on-going implementation and compliance of the Welsh Language Standards and provide day to day guidance and solutions.
- Monitor the performance of the relevant statutory requirements associated with the areas of responsibility and provide regular feedback to the Executive group.
- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.
  - Be a creative professional who can come up with ideas to produce everything from digital, advertising, newsletters, email marketing, corporate guides and digital marketing campaigns including social content.
  - Be a self-starter with an eye for detail, working to a high standard of accuracy and organisation. You will demonstrate initiative, be proactive as well as self-manage time and projects with a proven ability to work under pressure and to tight deadlines.
  - Work within brand guidelines and maintaining a consistent experience across all channels, including print, web and social. Creating, preparing, proofing and checking print ready artwork.



## Knowledge, Skills, Training and Experience

- A good understanding of digital marketing, communications, PR and brand.
- Strong experience of social media marketing.
- Experience of coordinating marketing initiatives to a marketing brief.
- Excellent written and copyediting skills.
- Creative and lateral thinking, with ability to think outside the box and bring new ideas.
- Flexible and able to work under pressure and meet deadlines.
- Skills and experience to foster strong working relationships with staff, suppliers, customers and stakeholders.
- Ability to work in a busy and dynamic environment.
- As a creative professional you will have a strategic approach and come up with ideas to produce digital advertising, newsletters.
- You will demonstrate initiative, be proactive as well as self-manage time and projects with a proven ability to work under pressure and to tight deadlines.





## **Supervision/Management of People:**

Whilst the post holder does not directly line manage any individual, the role will be expected to advise and direct a number of key areas of the business including the Executive team in relation to developing and approving Welsh Language PR and Communications.

## **Special Working Conditions**

The post holder must have the ability to travel across Denbighshire for which an allowance is payable but subject to review.

Although this post is 37 hours per week, a flexible approach to core working hours is required. The post holder will be expected to work the hours the job demands. At peak times of trading this may include weekends and evenings. The nature of the business requires the PR and Communications team to be available to respond to social platforms outside of core hours.

The post holder will be required to complete tasks autonomously, and have a proven ability to work off their own initiative.

The ability to prioritise work, deal with conflicting priorities and meet deadlines is essential to this post.



## Vision/ Context

Denbighshire Leisure Ltd has been transformed over the past decade and is now renowned for delivering high standards of provision right across the County of Denbighshire; offering a new, unique, affordable, and a commercially sustainable Leisure offers; whilst making a significant contribution to improving the health of our residents and delivering Economic prosperity. This has been possible because of a highly motivated workforce, with a great culture who work to strong values.

The post holder will be expected to display and promote our company core values:

- We will stand by our principles of integrity and honesty.
- We will be trusted by our staff to always do what is right as their employer, and make them proud.
- We will never accept the status quo. We will work harder, become stronger and continue to deliver the highest quality of service to our customers.

Denbighshire Leisure Ltd has three important, but distinct pillars, which informs and influences the way we work and why the Company was created. The Company is recognised for the valuable contribution it makes to our communities, how it works with its partners and other businesses, and more importantly how the Company looks after and develops its workforce – the Company very much believes in a 'one team - one bank account' philosophy.



# The three pillars of Denbighshire Leisure Ltd:

## Our Community

Within the wider Denbighshire area, our teams work with a network of smaller communities consisting of customers, sports clubs, local groups and residents. We place these communities at the heart of everything we do.

## Our People

We believe that our staff are a vital element of Denbighshire Leisure's success. We value the skills and experience each individual brings to their role and although the Company offers a diverse range of services, our teams all have the same qualities in common – they are passionate and driven, with a culture of high performance and a reputation for excellent customer service.

## Our Business

Denbighshire Leisure Ltd is a new Company, built from a history of high performance and innovative practice. Over recent years, as a service within Denbighshire County Council, we have built lasting and mutually beneficial relationships with a number of partner organisations. We are looking forward to the continued success of these established partnerships, whilst also developing new and exciting ventures. Within all of our relationships, we are committed to acting with integrity, transparency and courtesy.

The post holder is key to ensuring that '...by 2030 the company will continue to be renowned for providing high quality, accessible leisure opportunities which attract high levels of participation, and improve the wellbeing of Denbighshire's residents and visitors.'



## Employment Checks/Specific Requirements

All new starters are required to undergo our standard safer recruitment checks; two satisfactory references covering three years employment, evidence of essential qualifications, evidence of Right to Work in the UK.

## Safeguarding Statement

Denbighshire Leisure Ltd recognises its obligations to safeguard children and adults together with preventing slavery and human trafficking and will do all in its power to prevent slavery and human trafficking within its business. Modern slavery can take many forms including the trafficking of people, forced labour, servitude and slavery.

Safeguarding is everyone's business and all Denbighshire Leisure employees are required to work in accordance with the organisation's Child / Adult Safeguarding policies and procedures and have a duty to report any concerns which may be noted during the course of their duties and are asked to be alert to the signs of exploitation. Concerns should be raised via their Designated Safeguarding Manager in order that the organisation can take prompt action when exploitation is identified.



# Person Specification

The Person Specification sets out the skills, knowledge and experience that are considered to be necessary to carry out the duties of the post effectively. It will be used in the short-listing and interview process for this post. You should demonstrate on your application form how you meet these criteria as you will only be shortlisted if you meet all of the essential criteria (and desirable criteria where applicable).

Post title: Welsh Language PR, Communications & Media Officer

Service Area : Marketing, Brand and PR

Grade: 8

## Qualifications Experience & Knowledge

- Degree or relevant experience in communications and marketing.
- Knowledge of digital marketing, including the use of social media, email marketing, print publications and traditional marketing.
- Experience of working in / with the media industry to create content for the press, e.g. news releases and web content.
- Working knowledge of marketing supply chains, print procurement and GDPR.
- Experience of delivering marketing initiatives through the medium of Welsh
- Creative and lateral thinking, with ability to think outside the box and bring new ideas.
- Skills and experience to foster strong working relationships with staff, suppliers, customers and stakeholders.
- Flexible and able to work under pressure and meet deadlines.
- Ability to work in a busy and dynamic environment.

- Empathy with the Welsh language and culture.
- Experience working in Public Relations or a marketing role.
- Ability to communicate and work through the medium of Welsh
- Team work and partnership: working together to deliver better services for customers and staff.
- Experience of effective working in partnership with a wide range of internal and external bodies.
- Committed to equality and diversity: successfully responding to the identified needs of customers.
- Able to apply VFM principles and efficiency, with the capacity to drive this forward within the Company.
- Ability to use and apply relevant ICT commensurate with the nature and demands of the post.
- Ability to influence others to provide the highest levels of customer service. Excellent communication / presentation skills, both written and oral. High level of interpersonal skills.
- Demonstrate a strong commitment to customer service. Strong sense of accountability of self and others.
- Shows resistance and toughness under pressure.
- Adapts personal style to meet demands of complex situations.
- A working knowledge of regulations in relation to marketing, data protection, print procurement and Welsh Language



**Thank you for your interest.**

For more information please contact Angie Platt, Head of Marketing, Brand and Public Relations at Denbighshire Leisure Ltd [angie.platt@denbighshireleisure.co.uk](mailto:angie.platt@denbighshireleisure.co.uk)



[www.denbighshireleisure.co.uk](http://www.denbighshireleisure.co.uk)



Denbighshire Leisure Ltd



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