

Disgrifiad Swydd

Swyddog Cyfathrebu Marchnata Amgueddfa Genedlaethol Caerdydd

Cefndir

Wedi'i sefydlu gan Siarter Brenhinol ym 1907, Amgueddfa Cymru yw sefydliad diwylliannol pwysicaf Cymru, ac un o'r amgueddfeydd mwyaf yn y Deyrnas Unedig. Mae'r Amgueddfa yn geidwad ar gasgliad amrywiol sydd ag arwyddocâd rhyngwladol, ac mae'n arwain ym maes cyfranogiad diwylliannol ac addysgol.

Mae Amgueddfa Cymru yn gofalu am saith amgueddfa genedlaethol Cymru: Amgueddfa Genedlaethol Caerdydd; Sain Ffagan: Amgueddfa Werin Cymru; Big Pit: Amgueddfa Lofaol Cymru, Blaenafon; Amgueddfa Wlân Cymru, Dre-fach Felindre; Amgueddfa Lleng Rufeinig Cymru, Caerllion; Amgueddfa Lechi Cymru, Llanberis; ac Amgueddfa Genedlaethol y Glannau, Abertawe. Mae gan Amgueddfa Cymru hefyd Ganolfan Gasgliadau Genedlaethol yn Nantgarw, ger Caerdydd.

Cyfanswm Cymorth Grant Llywodraeth Cymru i Amgueddfa Cymru yn 2017-18 oedd £21 miliwn. Mae'r Amgueddfa'n cyflogi dros 600 o staff, ac yn denu tua 1.8 miliwn o ymwelwyr bob blwyddyn, cynnydd o 70% ers cyflwyno mynediad am ddim. Rydym yn derbyn tua 2 filiwn o ymweliadau â'n gwefan bob blwyddyn.

Mae dros 5 miliwn o eitemau unigol yn ein casgliadau, sy'n cynnwys celf a dylunio, hanes ac archaeoleg a'r gwyddorau naturiol.

Mae is-gwmni masnachol sy'n llwyr eiddo i Amgueddfa Cymru – Mentrau Amgueddfeydd ac Oriolau Cenedlaethol Cymru Cyfyngedig (AOCC) – sydd â chyfarwyddwyr anweithredol a gyfetholwyd gydag arbenigedd perthnasol. Prif weithgareddau Mentrau AOCC Cyf yw gwerthiant yn siopau Amgueddfa Cymru, arlwy, parcio ceir, trwyddedu lluniau, llogi corfforaethol, elw trwy werthu neu fenthg arddangosfeydd, a hawliau ffilmio. Mae'r cwmni'n trosglwyddo'i elw i Amgueddfa Cymru fel Cymorth Rhodd.

Corff a Noddir gan Lywodraeth Cymru yw Amgueddfa Cymru gyda Bwrdd Ymddiriedolwyr yn pennu cyfeiriad strategol y sefydliad ac yn sicrhau y caiff ei hadnoddau eu rheoli yn briodol.

Ein Gweledigaeth

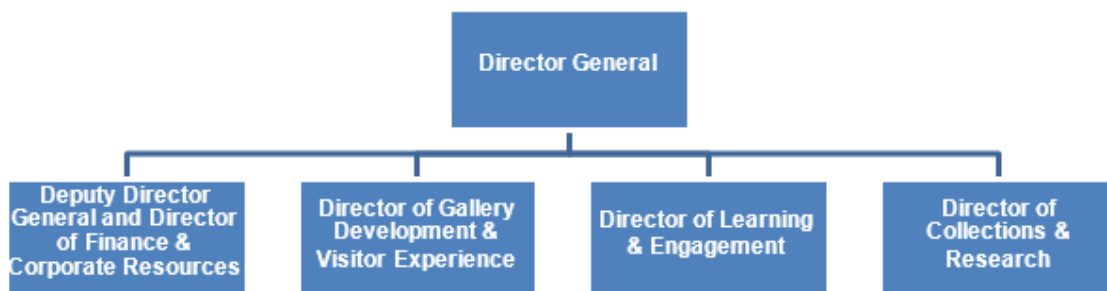
Yn 2015 cytunodd Amgueddfa Cymru ar Weledigaeth newydd i'r dyfodol er mwyn "ysbrydoli pobl, newid bywydau". Ein pwrpas yw defnyddio ein hamgueddfeydd a'n casgliadau i ysbrydoli pobl i feithrin eu hunaniaeth a'u lles, i ddarganfod, mwynhau a dysgu'n ddwyieithog a deall lle Cymru yn y byd.

Hanfod ein gwaith yw bod diwylliant yn adnodd a gaiff ei greu gan bobl a chymunedau. Rydyn ni'n rhan o'r gymdeithas y daw ein casgliadau a'n hadnoddau ohoni, a chânt eu hadnewyddu yn barhaus drwy ein gwaith gyda'r cyhoedd. Mae ein casgliadau gwyddorau naturiol yn helpu i roi cyd-destun o fioamrywiaeth a geoamrywiaeth Cymru, ac yn amlygu lle Cymru o fewn y byd ehangach. Rydyn ni'n atebol i'n cenedl am ein defnydd o'r adnoddau hyn.

Rydyn ni wedi ymrwymo i bedwar peth er mwyn cyflawni'r Weledigaeth – Ffynnu, Profiad, Dysgu a Chyfranogi. Nod gwaith pob adran ac aelod o staff yw cyflawni'r ymrwymïadau hyn.

Caiff Amgueddfa Cymru ei harwain gan Uwch Dîm Rheoli (SMT) yn cynnwys Rheolwr Cyffredinol a Phedwar Cyfarwyddwr Cyfadran.

Mae Gweithgor Cyfunol (JEG), sydd yn cynnwys rheolwyr adrannau yn ogystal â'r Uwch Dîm Rheoli, yn cymeradwyo polisiau ac yn adolygu projectau a mentrau pwysig.



Teitl Swydd: Swyddog Cyfathrebu Marchnata Amgueddfa Genedlaethol Caerdydd

Yn atebol i: Rheolwr Marchnata Amgueddfa Cymru

Nod y tîm Marchnata a Chyfathrebu yw:

1. Adeiladu brand i Amgueddfa Cymru gaiff ei adnabod gan bobl yn lleol, yn genedlaethol a rhyngwladol drwy ei nodweddion positif.
2. Denu 2 filiwn o ymweliadau'r flwyddyn i'n saith amgueddfa genedlaethol.
3. Sicrhau y caiff Amgueddfa Cymru ei chydabod am ei chyfraniad gwerthfawr i Gymru a'r byd. Rydym hefyd yn hwyluso'r gwaith o gyrraedd targed cynhyrchu incwm y sefydliad.

Prif ddiben y swydd: Helpu i ddatblygu Strategaeth Marchnata a Chyfathrebu Amgueddfa Cymru a'i rhoi ar waith er mwyn cyrraedd yr amcanion tîm a amlinellir uchod. Byddwch chi'n gyfrifol am rannu a hyrwyddo gwaith Amgueddfa Genedlaethol Caerdydd a'i rhaglen gyhoeddus, a meithrin perthynas barhaus â chynulleidfaoedd allweddol. Bydd disgwyl i chi hefyd arwain un o feysydd allweddol Amgueddfa Cymru ar ran yr adran.

Prif dasgau a chyfrifoldebau:

1. Cyfathrebu negeseuon cyson i gynulleidfaoedd allweddol am waith Amgueddfa Genedlaethol Caerdydd gan hyrwyddo brand a gwerthoedd Amgueddfa Cymru.
2. Datblygu ymgyrchoedd cyfathrebu marchnata ar-lein ac ar bapur a'u gweithredu, gyda'r nod o gyrraedd cynulleidfaoedd mwy ac ehangach.
3. Byddwch chi'n gyfrifol am ddefnyddio eich gwybodaeth a'ch dealltwriaeth i ddewis yr offer priodol i gyfathrebu â chynulleidfaoedd allweddol.
4. Byddwch chi'n gyswllt cyntaf yr Amgueddfa ar gyfer ymholiadau'r wasg. Bydd disgwyl i chi ymdrin ag ymholiadau'r wasg tu hwnt i oriau gwaith a monitro'r cyfryngau cymdeithasol fel rhan o drefn rota, a gweithio gyda'r Rheolwr Cyfathrebu a'r Pennaeth Adran i lunio ymatebion i argyfyngau.
5. Rheoli ymholiadau ffilmio a chyfrannu at unrhyw gyfleon i greu rhaglenni.
6. Cyfrannu at galendr straeon Amgueddfa Cymru.
7. Gwellu ymgysylltiad digidol yr Amgueddfa ag ymwelwyr drwy reoli a datblygu cyfrifon cyfryngau cymdeithasol Amgueddfa Genedlaethol Caerdydd.
8. Cyfrannu at drefnu rhaglen flynyddol y sefydliad o Ddigwyddiadau Cysylltiadau Cyhoeddus a Dangosiadau Preifat.
9. Bod yn geidwad brand Amgueddfa Genedlaethol Caerdydd gan sicrhau y caiff ei gyfathrebu ym mhob agwedd o waith yr Amgueddfa gan gynnwys ar arwyddion ac ym mhrofiad yr ymwelydd, a phan fo'n berthnasol, cynorthwyo'r rheolwr safle fel aelod o'r tîm rheoli pan fo angen.
10. Defnyddio systemau CMS neu CRM Amgueddfa Cymru i gefnogi'r gwaith o adeiladu basau data marchnata.
11. Rheoli'r gyllideb Cyfathrebu Marchnata a glustnodir i Amgueddfa Genedlaethol Caerdydd.

Corfforaethol:

1. Ymroi yn llawn i gefnogi egwyddorion cyfle cyfartal fel yr amlinellir ym Mholisi Cydraddoldeb ac Amrywiaeth y sefydliad a'u gweithredu.

2. Helpu'r adran i gydymffurfio â pholisïau'r Amgueddfa ar Gynaliadwyedd a'r laith Gymraeg.
3. Cymryd gofal rhesymol o'ch iechyd a'ch diogelwch eich hun ac eraill y gallai eich gweithredoedd, neu eich diffyg gweithredu, effeithio arnynt, a chydymffurfio â'r holl ddeddfwriaeth iechyd a diogelwch fel sy'n briodol.
4. Fel rhan o'ch telerau cyflogaeth, efallai y gofynnir i chi wneud dyletswyddau eraill a/neu weithio oriau eraill fel sy'n rhesymol, yn unol â'ch gradd neu'ch lefel cyfrifoldeb cyffredinol o fewn y sefydliad.

Canlyniadau:

1. Ymgyrchoedd marchnata a chyfathrebu amlgyfrwng effeithiol wedi'u llunio ar y cyd â'n cynulleidfaoedd a'n cymunedau.
2. Mae pobl yn ymddiried yn ein cyfathrebu.
3. Cynnydd yn ein hymgysylltu ag ymwelwyr yn arwain at gynnydd mewn niferoedd.
4. Cydnabyddiaeth bod gwaith Amgueddfa Cymru yn hybu dealltwriaeth y cyhoedd o iechyd a lles, a hyrwyddo a darparu addysg gydol oes.
5. Perthynas effeithiol a chynaliadwy â phartneriaid yn y cyfryngau, rhanddeiliaid allweddol, ymwelwyr a chymunedau.

Manyleb y person

Bydd gofyn i'r ymgeisydd llwyddiannus ddangos ei fod yn meddu ar y nodweddion canlynol (gweler y

Canllawiau Recriwtio am gyngor ar sut i lenwi'r ffurflen gais):

HANFODOL	DYMUNOL
Gwybodaeth Ofynnol	
Gwybodaeth drylwyr o arferion a thueddiadau presennol y maes cyfathrebu a chyfryngau cymdeithasol.	
Dealltwriaeth o'r Ddeddf Diogelu Data	
Profiad Gofynnol	
Profiad helaeth o greu a gweithredu cynlluniau marchnata a/neu cyfathrebu llwyddiannus.	
Profiad o reoli nifer o brojectau a rhaglenni ar amser ac o fewn y gyllideb.	
Profiad o weithio mewn rôl debyg mewn amgueddfa neu'r maes celfyddydau neu dreftadaeth ddiwylliannol.	
Cymwysterau Academaidd / Safon Addysg	
Addysg i safon gradd neu brofiad gwaith cyfwerth. Profiad gwaith mewn maes perthnasol.	Cymhwyster mewn marchnata digidol.
Cymhwyster ôl-radd mewn newyddiaduraeth, cyfathrebu, marchnata neu ôl-radd perthnasol neu brofiad pum mlynedd o leiaf yn y maes.	Cymhwyster CIM Lefel 4 (Canolradd) a/neu Diploma CIPR broffesiynol.
Sgiliau Gofynnol	
*Gallu ysgrifennu, siarad a deall Cymraeg a Saesneg. Rhaid medru'r Gymraeg i safon canolradd o leiaf.	Record o sgiliau cyfathrebu Cymraeg ar lafar ac ar bapur.
Lefel uchel o allu cyfrifiadurol a gwybodaeth o becynnau Windows a meddalwedd cronfeydd data. Gallu defnyddio'r rhyngrwyd, e-bost a'r cyfryngau cymdeithasol yn hyderus.	
Llygad dda am fanylion a chywirdeb.	

Ffactorau Personol Gofynnol	
Crebwyll proffesiynol cadarn a'r gallu i weithio'n effeithiol dan bwysau.	
Person rhagweithiol gyda'r gallu i weithio yn annibynnol a chreadigol.	
Diddordeb yng ngwaith Amgueddfa Cymru ac ymroddiad i'r gwaith hwnnw.	
Bydd rhaid i ddeiliad y swydd deithio ar draws safleoedd Amgueddfa Cymru fel rhan o'i gyfrifoldebau.	

***Cymraeg lefel canolradd**

- Gwranddo a Siarad: Gallu i gyflawni pob agwedd o'r swydd yn hyderus yn Gymraeg a Saesneg.
- Darllen a Deall: Gallu i ddefnyddio a dehongli yn gywir wybodaeth o wahanol ffynonellau i gyflawni pob agwedd o'r swydd.
- Ysgrifennu: Gallu i gwblhau ffurflen safonol ac ysgrifennu negeseuon cyfryngau cymdeithasol, testun gwefan neu e-bost byr yn Gymraeg a Saesneg.

Cymwyseddau Penodol i'r Swydd Hon

Bydd gofyn i'r ymgeisydd llwyddiannus ddangos ei fod yn meddu ar y nodweddion canlynol (gweler y **Canllawiau Recriwtio** am gyngor ar sut i lenwi'r ffurflen gais):

Cymwyseddau Craidd	Esiampl Ymddygiad
Gweithio'n Bositif gydag eraill	Aelod gwerthfawr o dîm sy'n darparu cefnogaeth i eraill ac yn cyfrannu at feithrin diwylliant agored a gweithle cynhyrchiol. Hyrwyddo enw da Amgueddfa Cymru, gan hybu ei gwaith a'i sylfaen wybodaeth.
Croesawu Dysgu, Newid a Chreadigrwydd	Ymroddiad i ddysgu. Gallu amsugno cymaint o wybodaeth a phrofiad perthnasol â phosibl. Ymroddiad personol i ddysgu, tyfu a newid yn barhaus.
Ymroddiad i ganolbwyntio ar gwsmeriaid	Dealltwriaeth fod pawb y dânt i gysylltiad â nhw yn gwsmer. Dangos ymroddiad gwirioneddol ac ymarferol er mwyn sicrhau canlyniadau rhagorol i gwsmeriaid.
Cyrraedd Canlyniadau Effeithiol	Rheoli llwyth gwaith ac ymddygiad yn wyneb gofynion cystadleuol a blaenoriaethau sy'n newid. Dangos egni a phenderfyniad wrth gyflawni amcanion personol, tîm a sefydliad.
Ymrwymiad i Amrywiaeth a Chyfrifoldebau Cymdeithasol	Dangos ymroddiad i egwyddorion amrywiaeth a chynhwysiant. Hyrwyddo lechyd a Diogelwch ym mhob agwedd o waith Amgueddfa Cymru.

Telerau ac amodau gwasanaeth

Cyflog Cychwynnol	Gradd E: £26,095.18 - £32,089.12 y flwyddyn (wedi'i seilio ar gyflog llawn amser o £27,586.33 - £33,922.78) Bydd yr ymgeisydd yn cael ei benodi i'r pwynt cyflog isaf yn y radd hon fel arfer.
Hyd y Contract	Parhaol
Oriau'r Contract	35 awr. (37 awr yr wythnos i staff sy'n llawn amser yn Amgueddfa Cymru yn barod)
Cyfnod Prawf	Mae cyfnod prawf o 6 mis yn berthnasol i'r swydd hon.
Mae pob penodiad newydd yn dibynnu ar dderbyn geirda, adroddiad meddygol ac archwiliad boddhaol o euogfarnau troseddol a phrawf o'ch hawl i weithio yn y DU.	

Buddion gweithio i Amgueddfa Cymru

Gwyliau Blynnyddol	27 diwrnod adeg penodi, yn codi i 32 diwrnod ar ôl 5 mlynedd o wasanaeth, ynghyd ag un diwrnod braint adeg y Nadolig ac 8 gŵyl banc (ar gyfer staff amser llawn). Defnyddir sail pro rata i gyfrifo gwyliau staff rhan amser.
Oriau Hyblyg	Rydym yn gweithredu system oriau gwaith hyblyg er mwyn galluogi staff i daro cydbwysedd rhwng eu bywyd cartref a gwaith ac er mwyn helpu i reoli eu hamser mewn ffordd sydd mor effeithiol â phosibl. Mae'r cynllun yn agored i bawb heblaw staff sy'n gweithio ar sail rota. Caiff staff newydd wybod a fyddan nhw'n cymryd rhan yn y cynllun ai peidio adeg eu penodi.
Pensiwn	Rydym yn cynnig cynllun pensiwn Enillion Cyfartalog Gyrfa wedi'u Hailbrisio ("Cynllun Pensiwn Amgueddfa Cymru"). Os ydych yn cael eich cyflogi gan yr Amgueddfa ar gytundeb parhaol neu dymor penodol o 2 flynedd neu fwy, byddwch yn ymuno â'r Cynllun yn awtomatig fel rhan o'ch cytundeb cyflogaeth. Mae'n ddyletswydd statudol ar yr Amgueddfa, dan ddeddfwriaeth cofrestru awtomatig, i gynnwys staff cymwys yn y cynllun cofrestru awtomatig. Mae'r Cynllun yn un cymhwysol at ddibenion cofrestru awtomatig, felly gellir ei ddefnyddio i gydymffurfio â deddfwriaeth cofrestru awtomatig. Os ydych yn aelod cymwys o staff byddwch yn cael eich cofrestru'n awtomatig i'r Cynllun yn dilyn cyfnod gohirio cychwynnol o 3 mis (er y gellir gwneud cais i ymuno yn gynharach). Os nad ydych yn gymwys i ymuno â'r Cynllun, gallwch wneud cais i ymuno. Mae'r cyfraniad a dalwch yn dibynnu ar eich gradd a swm eich enillion pensynadwy. Ar hyn o bryd mae staff Gradd A yn talu 6%, staff Graddau B a C yn talu 8%, a staff Graddau D ac uwch yn talu 9%.
Cyfnewid Cyflog	Rydym yn cynnig trefniant Cyfnewid Cyflog ar gyfer aelodau'r Cynllun Pensiwn. Mae'n drefniant gwirfoddol, ac nid yw'n addas ar gyfer pob aelod o staff.
Hyfforddi a Datblygu	Mae'r Amgueddfa wedi ymrwymo i ddarparu cyfleoedd datblygu a hyfforddi rhagorol ar gyfer pob gweithiwr cyflogedig.
Hyfforddiant Sefydlu	Rydym yn darparu sesiwn Hyfforddiant Cychwynnol gynhwysfawr ar gyfer pob aelod newydd o staff ar ôl eu penodi.
Arferion Gweithio sydd o Gymorth i Deuluoedd	Rydym yn cynnig amrywiaeth o arferion gweithio sydd o gymorth i deuluoedd megis absenoldeb mamolaeth/tadolaeth, absenoldeb mabwysiadu, seibiant gyrfa, absenoldeb estynedig ac amrywio oriau gwaith.

Cynllun Benthyciad Teithio	Gall staff wneud cais am fenthyciad di-log i brynu tocyn bws blynyddol neu chwarterol neu docyn trên tymhorol hyd at £1,500 neu feic hyd at £300.
Cyfarpar Sgrin Arddangos	Bydd yr Amgueddfa yn trefnu (ar gyfer staff sydd fel arfer yn defnyddio offer sgrin arddangos (OSA) am gyfnodau parhaus neu bron yn barhaus am awr neu fwy ar y tro bob dydd) i gael cyfradd ostyngol ar sbectol yn Specsavers.
Cynlluniau Buddion:	Beneden Healthcare Society: Darparwyr gofal iechyd o'r radd flaenaf heb orfod talu yswiriant meddygol drud. Darparwyr gofal iechyd o'r radd flaenaf heb orfod talu yswiriant meddygol drud. Mae rhagor o wybodaeth ar Fewnrwyd yr Amgueddfa neu ewch i www.benenden.co.uk Cymdeithas Gwasanaethau Iechyd ac Ysbytai Cymru (WHA): Gall WHA eich helpu gyda chostau gofal iechyd bob dydd megis costau deintyddol, optegol a ffisiotherapi. Mae rhagor o wybodaeth ar eu gwefan www.whahealthcare.co.uk Cynllun Undeb Credyd: Rydym yn cynnig ffordd hawdd i weithwyr ymuno ag Undeb Credyd Caerdydd. Aelodau'r cynllun yw perchnogion a rheolwyr Undeb Credyd Caerdydd, sefydliad cynilo a benthyg a gaiff ei reoli er lles ei aelodau. Mae'n lle syml a chyfleus i gynilo ac yn caniatáu benthyciadau isel eu cost. Ceir rhagor o fanylion gan yr Adran Adnoddau Dynol.
Cynllun Gostyngiad i Staff	Mae gan bob aelod staff hawl i ostyngiad o 20% yn siopau Amgueddfa Cymru a gostyngiad o 25% yn y caffis.
Undebau Llafur	Mae gan aelodau staff yr hawl i ymaelodi ag undeb llafur cofrestredig a chymryd rhan ar unrhyw adeg briodol yng ngweithgareddau'r corff rydych chi'n rhan ohono, gan gynnwys ymgeisio am swydd a'i chyflawni. Yr undebau a gydnabyddir gan yr Amgueddfa yw Prospect, PCS a FDA.

Sut i wneud cais:

Dylai ymgeiswyr am y swydd lenwi'r ffurflen gais sydd ar gael ar dudalen Swyddi ein gwefan sef www.amgueddfacymru.ac.uk. Mae'r ffurflen yn rhoi cyfle i chi egluro sut mae eich cymwysterau, eich profiad a'ch rhinweddau personol yn eich gwneud yn ymgeisydd addas ar gyfer y swydd.

Cewch gyflwyno'ch cais yn Gymraeg. Ni fydd unrhyw gais a gyflwynir yn Gymraeg yn cael ei drin yn llai ffafriol na chais a gyflwynir yn Saesneg.

Dylech ddychwelyd eich ffurflen i'r cyfeiriad e-bost hwn:

ad@amgueddfacymru.ac.uk

neu ei phostio i'r:

Adran Adnoddau Dynol
Amgueddfa Cymru
Parc Cathays
Caerdydd
CF10 3NP
Ffôn: (029) 2057 3306

Rhaid i bob cais am swydd ein cyrraedd erbyn 5pm. Ni fyddwn yn derbyn ceisiadau ar ôl hynny.

Bydd angen i chi gyflwyno'r ffurflenni Archwilio Cefndir a Monitro cyn i ni brosesu eich cais.

Peidiwch ag anfon CV, dim ond ffurflenni cais gaiff eu hystyried.

Yn anffodus, oherwydd y nifer o geisiadau a ddisgwyllir ar gyfer y swydd hon, ni fydd yn bosibl i ni ysgrifennu'n bersonol at bob ymgeisydd aflwyddiannus. Fodd bynnag, bydd cyfweiliadau yn cael eu cynnal fel arfer o fewn tair wythnos i'r dyddiad cau.

Sylwer y bydd cost dychwelyd ffurflen gais ac unrhyw atodiadau i'r Adran Adnoddau Dynol yn uwch na chost un stamp dosbarth cyntaf.

Mae Amgueddfa Cymru yn gyflogwyr cyfle cyfartal. Croesewir ceisiadau o bob rhan o'r gymdeithas.

Job Description

Marketing Communications Officer National Museum Cardiff

Background

Established by Royal Charter in 1907, Amgueddfa Cymru – National Museum Wales is one of the largest museums in the United Kingdom, and the most important cultural institution in Wales. The Museum is the custodian of internationally significant, diverse collections and a leader in education and cultural participation.

Amgueddfa Cymru is responsible for Wales' seven national museums: National Museum Cardiff; St Fagans: National History Museum; Big Pit: National Coal Museum in Blaenavon; National Wool Museum in Dre-fach, Felindre; National Roman Legion Museum in Caerleon; National Slate Museum in Llanberis, Snowdonia, and the National Waterfront Museum, Swansea. Amgueddfa Cymru also has a National Collections Centre near Cardiff.

Amgueddfa Cymru's total Grant-in Aid from the Welsh Government in 2017-18 was £21 million. It employs over 600 staff and has around 1.8 million visitors annually, an increase of 70% on pre free-entry levels. We have approximately 2 million annual visits to our website.

There are over 5 million individual items in our collections, embracing art and design, history and archaeology, and natural sciences.

Amgueddfa Cymru has a wholly owned trading subsidiary, National Museums and Galleries of Wales (NMGW) Enterprises Ltd, with co-opted Non-Executive Directors with relevant expertise. The main activities of the company are sales at all the Amgueddfa Cymru's retail outlets, catering, car parking charges, image licensing, corporate hire lettings, proceeds from the sale or loan of exhibitions and filming rights. The company remits its profits to Amgueddfa Cymru by means of Gift Aid.

Amgueddfa Cymru - National Museum Wales is funded by the Welsh Government as a Welsh Government Sponsored Body, and has a Board of Trustees whose role is to set the strategic direction of the organization, and to ensure proper management of its resources.

Our Vision

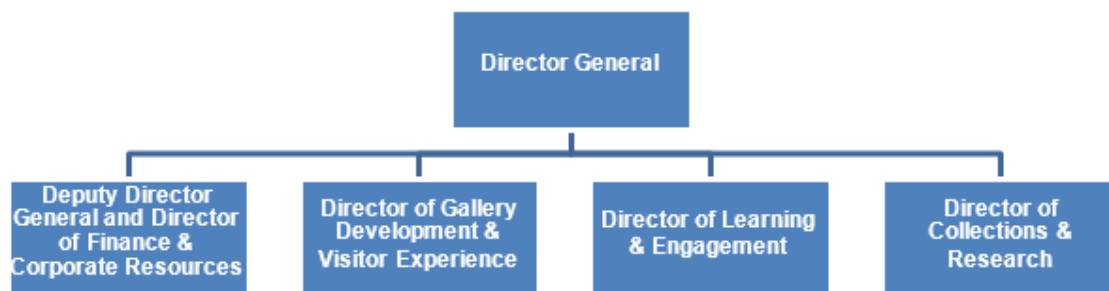
In 2015 Amgueddfa Cymru agreed a new Vision, "Inspiring people, changing lives", to guide all future activities. Our purpose is to inspire people through our museums and collections to find a sense of well-being and identity, to discover, enjoy and learn bilingually, and to understand Wales's place in the wider world.

Our work is based on the principle that culture is created by people and communities. Our collections and other resources partly come from the society of which we are part, and are continually renewed through our work with the public. Our natural sciences collections effect the biodiversity and geodiversity of Wales and make comparisons on a global scale. We are accountable for our use of these resources to the nation we serve.

We have made four commitments – Prosper, Experience, Learn, Participate - to support the implementation of the Vision. The work of every department and member of staff is directed to achieving these commitments.

The Senior Management Team

Amgueddfa Cymru is led by the Senior Management Team (SMT), consisting of the Director General and four Divisional Directors. A Joint Executive Group (JEG), whose members include departmental managers as well as the SMT, approves policies and reviews significant projects and initiatives.



Job Title: National Museum Cardiff Marketing Communications Officer

Responsible to: Amgueddfa Cymru – National Museum Wales Marketing Manager

The Marketing and Communications team aims to:

1. Build a brand for Amgueddfa Cymru which is recognised by people locally, nationally and internationally through its positive attributes.
2. Attract 2m visits a year to our seven national museums.
3. Ensure that Amgueddfa Cymru is recognised for its valuable contribution to Wales and the World. We also facilitate meeting the organisation's target of self-generated income.

Main purpose of the post: To help develop and deliver Amgueddfa Cymru's Marketing Communications Strategy to achieve the objectives outlined above. You will be responsible for sharing and promoting the work of National Museum Cardiff and its public programme, and build continued relationships with key audiences. You will also be asked to lead on one of Amgueddfa Cymru's priority areas on behalf of the department.

Job specific key tasks and responsibilities:

1. Communicate consistent messages to key audiences about the work of National Museum Cardiff, promoting Amgueddfa Cymru's brand and values.
2. Develop and deliver on and offline marketing communications campaigns with the aim of reaching larger and more diverse audiences.
3. You will be responsible for choosing the right tools to communicate with key audiences using knowledge and insight to inform your decisions.
4. You will be the first point of contact for press enquiries relating to your museum. You will be asked to cover out of hours press enquiries and social media monitoring as part of an organised rota and work with the Communications Manager and Head of Department to form responses to issues or crises.
5. Manage on site filming enquiries and input into any programme making opportunities.
6. Contribute to Amgueddfa Cymru's schedule of stories.
7. Improve the Museum's digital engagement with visitors by managing and developing the National Museum Cardiff's social media account.
8. Input into the organisation's annual programme of Public Relations Events and Private Views.
9. Act as brand guardian for National Museum Cardiff ensuring it is consistently represented across all areas of work on site including site signage; play a key role in developing the visitor experience on site; and where applicable assist the site manager as a member of the leadership team, as required.
10. Use Amgueddfa Cymru's CMS or CRM system to support the work in building marketing databases.
11. Manage the Marketing Communications budget allocated to National Museum Cardiff.

Corporate:

1. To participate actively in supporting the principles and practice of equality of opportunity as laid down in Amgueddfa Cymru's Equality & Diversity Policy.
2. To support the department's compliance with Amgueddfa Cymru's policies on Sustainability and the Welsh language.
3. To take reasonable care for the health and safety of yourself and other persons who may be affected by your acts or omissions and to comply with all health and safety legislation as appropriate.
4. As a term of your employment you may be required to undertake such other duties and/or times of work as may reasonably be required of you, commensurate with your grade or general level of responsibility within the organization.

Outcomes:

1. High impact marketing communications campaigns, shaped together with our visitors and communities.
2. Trusted communications.
3. Increased visitor engagement leading to higher visitor numbers.
4. Recognition of the work Amgueddfa Cymru delivers in promoting public understanding of health and well-being, and promoting and delivering learning for life.
5. Effective and sustainable relationships with media partners, key stakeholders, visitors and communities.

Person Specification

The successful applicant will need to demonstrate the following (please see the **Recruitment Guidance** for advice on how to complete the application form):

ESSENTIAL	DESIRABLE
Knowledge Required	
A sound knowledge of current marketing communications and social media practices and trends.	
Knowledge of Data Protection Act.	
Experience Required	
Experience of formulating and delivering successful marketing and/or communications campaigns.	
Experience of delivering multiple projects and programmes on time and within budget.	
Experience of working in a similar role in a museum, arts or cultural heritage environment.	
Academic Qualifications / Standard of Education	
Educated to degree level or equivalent work experience in a relevant subject.	A qualification in digital marketing.
Post graduate journalism, communications, marketing or relevant qualification or at least 5 years' experience in the field.	Level 4 (Intermediate) CIM qualification and or Professional CIPR Diploma.
Skills Required	
*The ability to write, speak and understand Welsh and English. We would require intermediate level Welsh as a minimum.	Proven communications skills, both written and oral in Welsh.
A high degree of computer literacy with knowledge of Windows based and database applications. A confident user of internet, email and social media.	
Good attention to detail and accuracy.	

Personal Factors Required	
Sound professional judgement and the ability to work effectively under pressure.	
A self-starter with the ability to work independently and creatively.	
An interest in and commitment to the work of Amgueddfa Cymru.	
The role will require the post holder to be able to travel across Amgueddfa Cymru as part of its responsibilities.	

***Intermediate level Welsh**

- Listening and speaking: The ability to present each aspect of the role with confidence in Welsh and English.
- Reading and Understanding: The ability to use and correctly interpret information from different sources to fulfill all aspects of the role.
- Written: The ability to fill in a standard form and write social media posts, web copy or short emails in Welsh and English.

Competencies Specific to this Post

The successful applicant will need to demonstrate the following (please see the **Recruitment Guidance** for advice on how to complete the application form):

Core Competency	Example Behaviour
Working Positively with others	A valued member of the team who provides support to others and contributes to creating an open culture and productive working environment. Promotes the reputation of the Museum, being an advocate for our work and knowledge base.
Embracing Learning, Change and Creativity	An appetite for learning. Soaks up as much relevant knowledge and experience as possible. Demonstrates a personal commitment to continuous learning, growth and change.
Commitment to Customer focus	Recognises that everyone with whom they come into contact is a customer. Demonstrates a genuine and practical commitment to deliver excellent results for customers.
Delivery of effective outcomes	Manages own workload and own behaviours in a context of competing demands and changing priorities. Demonstrates energy and determination in meeting personal, team and organizational goals.
Commitment to Diversity & Social Responsibilities	Demonstrates a commitment to the principles of diversity and inclusion. Champions Health & Safety across the entire Museum's work.

Terms and conditions of service

Starting Salary	Grade E: £26,095.18 - £32,089.12 per annum (based on the full-time equivalent of £27,586.33 - £33,922.78) Appointment will normally be to the minimum of the salary scale for this grade.
Contract Length	Permanent
Contract Hours	35 hours. (37 hours for staff already working full-time on 37 hours at AC-NMW)
Probation	This post is subject to a probationary period of 6 months.
All new appointments are subject to the receipt of satisfactory references, medical report and criminal conviction vetting clearance plus proof of eligibility to work in the UK.	

Benefits in working for Amgueddfa Cymru

Annual leave	27 days on appointment, rising to 32 days after 5 years service, plus a privilege day at Christmas and 8 bank holidays (for full time staff). The days are pro-rated for staff who work part-time.
Flexitime	In order to enable staff to meet their work life balance requirements and help manage their time as effectively as possible, we operate a flexitime system. The scheme is open to all staff except for those who work on a rota basis. New staff will be informed on appointment of their eligibility for the scheme.
Pension	We operate a Career Average Revalued Earnings occupational pension scheme (the "National Museum of Wales Pension Scheme"). If you are employed by the Museum under a permanent or fixed term contract of 2 years or more, you will automatically join the Scheme as part of your employment contract . The Museum also has a statutory duty under auto-enrolment legislation to enroll eligible jobholders into an automatic enrolment scheme. The Scheme is a qualifying scheme for automatic enrolment purposes, and therefore can be used to comply with automatic enrolment legislation. If you are an eligible job holder you will be automatically enrolled into the Scheme following an initial 3 month postponement period (although a request may be made to join earlier). If you are not eligible to join the Scheme, you may also make a request to do so. The employee contribution paid depends on your grade and the amount of your pensionable earnings. Currently staff categorised as Grade A pay 6%, Grades B and C pay 8%, and Grade D and above pay 9%.
Salary Exchange	The Museum operates a Salary Exchange Scheme for members of the Scheme. Participation is voluntary and is not suitable for all employees.
Training & development	We are committed to providing excellent training and development opportunities for all employees.
Induction training	We provide a comprehensive Induction Training session for all new members of staff on appointment.
Family friendly working practices	We offer a range of family friendly working practices such as maternity/paternity leave, adoption leave, career breaks, extended leave and variable working.

Travel Loan Scheme	Staff may apply for an interest free travel loan to purchase an annual or quarterly bus or rail season ticket up to the value of £1,500 or a bicycle up to the value of £300.
Display Screen Equipment	Amgueddfa Cymru will arrange (for employees who normally use display screen equipment (DSE) for continuous or near-continuous spells of an hour or more at a time on a daily basis) to have discounted rate on spectacles at Specsavers.
Benefit schemes:	Benenden Healthcare: Providers of first class healthcare without expensive medical insurance. Further information can be found on the Museum Intranet or at www.benenden.co.uk WHA (Welsh Hospitals & Health Services Association): WHA can help you with everyday health care costs such as dental, optical and physiotherapy. Further details can be found on their website www.whahealthcare.co.uk Credit Union Scheme: We offer employees an easy way of becoming a member of the Cardiff Credit Union. The Cardiff Credit Union is a savings and loans organization, owned and run by its members for the benefit of its members. It offers a simple and convenient place to save and gives access to low cost loans. Further details can be obtained from the HR Department.
Staff discount scheme	All staff are entitled to 20% discount in Amgueddfa Cymru's shops and 25% discount in the cafes.
Trade unions	Staff members have the right to belong to a registered trade union and to take part at any appropriate time in the activities of the organization to which you belong, including the right to apply for and hold office. The Unions we recognise are Prospect, PCS and FDA.

How to apply:

Applicants for the post should complete our on-line application form which can be found on the Jobs page on our website at www.museumwales.ac.uk. The form provides the opportunity to explain how your qualifications, experience and personal qualities make you a suitable candidate for the position.

Applications can be submitted in Welsh. Applications that are submitted in Welsh will be treated no less favourably than those submitted in English.

Completed forms should be returned by e-mail to:

hr@museumwales.ac.uk

or posted to:

the Human Resources Department
Amgueddfa Cymru - National Museum Wales
Cathays Park
Cardiff
CF10 3NP
Telephone: (029) 2057 3306

Please note that all vacancies close at 5pm. No applications will be accepted after this time.

We will need you to submit the Vetting and Equality Monitoring Forms before we can process your application.

Please do not send us your CV – we will only consider completed application forms.

Unfortunately, due to the number of applications we expect in respect of this post, it will not be possible to write personally to each unsuccessful applicant. However, interviews are normally arranged within three weeks of the closing date.

Please be aware that the cost of returning the completed application form and any attachments to the HR Department will be more than the price of a single first class stamp.

Amgueddfa Cymru — National Museum Wales is an equal opportunities employer. Applications are welcome from all sections of the community.