



SWIM WALES
NOFIO CYMRU

SWIM WALES COMMUNICATIONS MANAGER

Job Specification
October 2024

AQUATICS FOR EVERYONE FOR LIFE GWEITHGAREDDAU DYFROL I BAWB

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ABOUT US

- We are seeking a dynamic and experienced Communications Manager to lead Swim Wales' communications strategy, driving engagement and promoting the organisation's vision to key stakeholders, partners, and the wider aquatic community.
- This is a fantastic time to be involved in our sport as we bring our board, staff and partners together to deliver our YMLAEN Strategy, and ensure we achieve our long term vision of "Aquatics For Everyone For Life".
- In this role, you will spearhead our communication efforts across all platforms—digital, social, and traditional media—ensuring that Swim Wales' key messages, values, and goals reach a diverse audience of members, participants and stakeholders.
- Additionally, this role will be instrumental in driving forward our recently launched inclusivity framework CYNWYS working with our passionate teams to build inclusive and accessible aquatic environments and communities across Wales. Our Communications Manager will ensure that our brand remains at the forefront of Welsh sport by delivering engaging and impactful communications.



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CYNWYS



YMLAEN
OUR STRATEGY FOR
AQUATICS IN WALES

DUTIES & RESPONSIBILITIES

PRIMARY

- Proactively lead the management of all Swim Wales communication channels, including but not limited to our website, our social media, live streaming and other digital media. The role will ensure that our content is relevant and engaging with maximum reach.
- Ensure that our customers, partners and stakeholders receive quality, compelling, relevant and timely information through appropriate channels improving engagement.

PARTNERSHIP

- Manage relationships with media providers - National Broadcasters, online platforms and other digital routes to market - to secure that media coverage for Swim Wales news, activities and events is maximised.
- Engage with media and communication agencies where necessary to support campaigns and support our internal capability.
- Initiate and undertake market research, analyse campaign outcomes and evaluate data to monitor the effectiveness and impact.
- Build strong links with colleagues and key strategic partners particularly (but not exclusively) Sport Wales, Aquatics GB, UK Sport, Local Authorities, Leisure Trusts, Operators and Sponsors.



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DUTIES & RESPONSIBILITIES

COLLABORATION

- Work closely with colleagues across our business streams to plan, promote, coordinate and deliver key events and campaigns relevant to their area.
- Support the Swim Wales board and our Communications Committee by identifying issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk.
- Work with organisations and partners to plan, promote, coordinate and deliver key events and campaigns.
- Support the wider work of Swim Wales departments and business streams as required.

OTHER

- Deliver Branding, Communication and Digital Marketing plans in partnership with other key business streams within Swim Wales.
- Design and produce corporate publications with consistent branding to communicate key messages to target audiences.
- Work with the CEO, Communications Committee and other colleagues to deliver world class customer service by establishing and maintaining relationships with new and existing sponsors and partners.
- Manage Swim Wales' internal communications ensuring all staff and Board Directors are kept informed.
- Continually seek new ideas to evolve and improve communication channels.



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PERSON SPECIFICATION

EXPERIENCE

- Qualified to degree level or equivalent (Ideal but not essential)
- Experience in a range of areas, such as;
 - Communications, marketing or PR
 - Working with a variety of media providers
 - Writing quality content planning, coordinating and delivering events
 - Developing market research
 - Brand creation/management
 - Drafting/managing social media content

SKILLS

- Leadership (Matrix teams)
- Excellent time-management and organisation skills
- Excellent interpersonal and communication skills
- Creative with a strong attention to detail
- Ability to work on own initiative as well as a team
- Ability to foster good relationships internally and externally
- Ability to apply creative solutions
- Ability to adapt presentation styles to suit different traditional & digital channels
- Approachable, flexible, creative and innovative
- Evidence of personal drive to ensure continued professional development

KNOWLEDGE

- Knowledge of web-based systems, Google Analytics, and website management is desirable
- Excellent use of MS office and related IT packages
- A good understanding of the organisation's overall aims
- analytics to report
- An understanding of design and graphic literacy
- An understanding of the Welsh political landscape to identify areas of opportunity

QUALITIES

- Integrity, honesty, loyalty & respect
- Flexible with working hours to different business different environments
- Strong work ethic, willingness to go above and beyond
- Committed to excellence
- Decisive, positive and solution focused
- Results focused
- Resilient
- Innovative and creative
- Discretion/respects confidentiality
- Passionate, inspirational and motivational
- Welsh language speaker is desirable but not essential



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ROLE SPECIFICATION

DAY-TO-DAY

- You will report directly to our Chief Executive Officer
- Close working with the senior team & key line managers
- 37 hours per week
- Flexible working will be considered
- Swim Wales' head office is at the National Pool in Swansea - The expectation is that face to face meetings will be required on a regular basis

ABOVE & BEYOND

- We are a Living Wage employer
- 25 days of annual leave plus bank holidays (increased with service)
- Training and development budget available for development
- Pension and maternity/paternity schemes
- Free gym membership at the Swansea Bay Sports Park
- Free parking at Wales National Pool & Sport Wales National Centre
- Direct liaison with UK Sport/British Olympic Assoc./Aquatics GB/Sport Wales and Team Wales Communications Teams
- Regular team socials and away days



HOW TO APPLY

Please submit your interest for the role by completing the Swim Wales Job Application form.

- A shortlist of candidates will be invited to an initial interview remotely/online.
- Following a further shortlist, second interviews will take place face-to-face in either Cardiff or Swansea, where candidates will be asked to present a 15 minute presentation on a particular task, set ahead of time, followed by interview questions.
- Please also ensure you return a completed equality monitoring form along with your application.

Please fill in the monitoring form (available on our website) and return your application to swimwales-recruitment@swimming.org.

SALARY: UP TO £35,000 (DEPENDENT ON EXPERIENCE)

CLOSING DATE: MIDNIGHT SUNDAY 13TH OCTOBER

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OUR STRATEGY FOR
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THANKS FOR YOUR INTEREST

Swim Wales
Wales National Pool
Swansea Bay Sports Park
SA2 8QG
www.swimwales.org

Facebook - @SwimWales

Twitter -@SwimWales

Instagram -@swim_wales

Swim Wales is committed to equality of opportunity for all staff, and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

Swim Wales kindly thanks Sport Wales and Aquatics GB for their continued support for Aquatic sport in Wales.



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