

April 2025



# Communication and Marketing Coordinator

Job pack



# Welcome!

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We are Community Foundation Wales and we're here to inspire people to give, help Welsh communities to thrive and change lives together.

We have given more than £40m to people and community groups across Wales since 1999 – quite a success story!

Now we are looking for a talented Communication and Marketing Coordinator to join our fantastic team – and to help us continue to grow so we can change more lives across Wales.

We have grown over the past 25 years and now have big plans for further development as we look ahead to developing our new five year strategy. We want to encourage more philanthropy and giving in Wales, so that we can further strengthen the support we give to local communities and charities.

Last year we awarded £2.3m in funding, to 571 groups and individuals. Community Foundation Wales receives income from its endowment fund, now totalling £21m, and also by providing grant programme services across Wales.

This is the perfect time to join us.

We have a strong new funding partnership with Principality Building Society to help improve the health and well-being and build the skills and talent of our future generations.

Recently we launched two key funds to address current challenges facing Welsh communities – our Nation of Sanctuary Croeso Fund and our Communities Together – Cost of Living Fund. This is alongside distributing funding from other grant schemes.

And the future looks bright. Recent research shows projections for strong growth in donor-advised giving and philanthropy.

We have more work to do to share our story in Wales, to reach out and connect with more potential supporters and to better illustrate the impact that we are having in local communities.

This post is the perfect fit for someone who wants to make a difference for people in Wales. It's a great opportunity for someone seeking flexibility through work-life balance and who can themselves be flexible.

We're particularly interested in candidates who are able to work bilingually, ideally able to hold conversations or write in Welsh and to help create and shape our bilingual content.

We are committed to supporting and promoting equality and diversity to create an inclusive working environment so would encourage applications from candidates from under-represented minorities.

We want to be as accessible as possible and welcome you to get in touch with Eleri Phillips Adams, Head of Communication and Marketing to talk through the role and discuss any accessibility requirements. You can email Eleri at [eleri@communityfoundationwales.org.uk](mailto:eleri@communityfoundationwales.org.uk) to arrange a call.

We follow a fair and open recruitment process that removes the barriers to appointing talented staff from diverse backgrounds and communities by removing any data from the shortlisting process that could identify a candidate.

Our equalities data collection is anonymous and is only used for us to assess our reach rather than to inform the recruitment process. We endeavour to have diverse representation on the interview panel, to help put candidates at ease.

We have a strong focus on team well-being and on development of personal and work skills. There are plenty of opportunities to learn, and to meet interesting people doing some fantastic things across Wales.

Through this pack, I hope you enjoy learning a little about us and the important work that happens here and that you feel we are the kind of organisation you would like to be a part of.

We look forward to hearing from you.

A handwritten signature in black ink that reads "Richard Williams". The script is fluid and cursive, with the first letter 'R' being particularly large and stylized.

**Richard Williams**  
**Chief Executive**

# About us

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We inspire people to give, help Welsh communities to thrive and change lives together.

For over twenty years, Community Foundation Wales has been supporting charities and community groups with funding to strengthen communities across Wales.

Since 1999, we have awarded over £40m in grants to grassroots community groups and charities across Wales.

We work with our generous supporters to reach the people most in need and help to create positive change in Welsh communities.

Our partnerships help us to gain a stronger understanding into community needs which in turn helps us to shape funds and advise our donors to ensure effective and efficient giving.

We capture and share our learning from our philanthropic work and our grantmaking to inform our continuous development and to influence others in a position to make a difference.

There are over 42,000 community groups and charities in Wales working to improve and develop their communities, using their initiative to meet local needs. These groups and charities understand the challenges faced by people in their community and know how best to tackle these barriers.

This vital work is often carried out on a shoestring budget or voluntary basis so we focus on finding these fantastic projects and organisations, understanding what they are trying to accomplish and supporting them to do so.





# Benefits of working with us

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- **For your wellbeing:** flexible working arrangements, hybrid working, training and development opportunities as well as two days a year when you can volunteer in your community.
- **For your health:** 25 days annual leave (pro-rata for part-time working) plus bank holidays as well as 3 days additional leave between Christmas and New Year and 1 additional day's leave for your birthday, long service recognition after 5 years of continuous service, cycle to work scheme, free eye test, monthly well-being initiatives, access to a Health Assured app.
- **For your financial security:** competitive pension scheme, annual pay review, enhanced maternity pay, paternity leave, adoption leave, employee assistance programme that extends to family.

## Our values

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We're a values-led organisation. Our values have come from our team, shape how we work and are embedded in everything we do.

### We are good partners

- We respect and value our partners, be they part of our staff and trustee team, donors, supporters and people we work with.
- We understand that partnership makes us stronger and helps us to achieve more.
- We listen and use our skills and expertise to help people make great decisions and deliver results.

### We care about the people we work with

- We are warm, caring and considerate.
- We act with sincerity.
- We do the very best that we can for people in Wales.

### We make a difference

- We are committed to improving lives in Wales.
- We try new things, we fix problems and we learn.
- We are proactive and ambitious.



# What's it like to work here?

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Working for Community Foundation Wales is a really rewarding experience, it's a supportive team environment with a real passion for helping communities thrive. There is always a good balance of work and fun to be had which is a real plus.



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**Ceri Thomas, Grants Officer**

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I'm very happy working at Community Foundation Wales. It's a very people oriented, both for our clients and staff, and is very sensitive to and adaptable to the changing working environment that has been evolving, particularly since the pandemic, perfectly balancing staff flexibility with business needs.



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**Carol Doyle, Finance Assistant**

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Community Foundation Wales is a great place to work, it's a relaxed and friendly environment but with a high level of professionalism. The approach to staff is very nurturing and well-being is a key priority. In return staff give their all to achieve CFW's objectives. Communication is open and honest at all levels, which helps to create a strong team that trust each other.



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**Smitha Coughlan, Head of Finance**

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I've worked in much larger organisations before, and what struck me when I started working at Community Foundation Wales was how efficiently and positively everyone worked together to find solutions to problems and to resolve challenges. There's lots of opportunity to take part in professional development courses if there's something you want to build on, and everyone is encouraged to progress within their role. Flexibility is really key here – if you need time to go to a doctors appointment, see your child's school play or take the car for its MOT, it's never a problem provided you can keep on top of your work, which I really appreciate.



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**Katy Hales, Director of Philanthropy**





# About the role

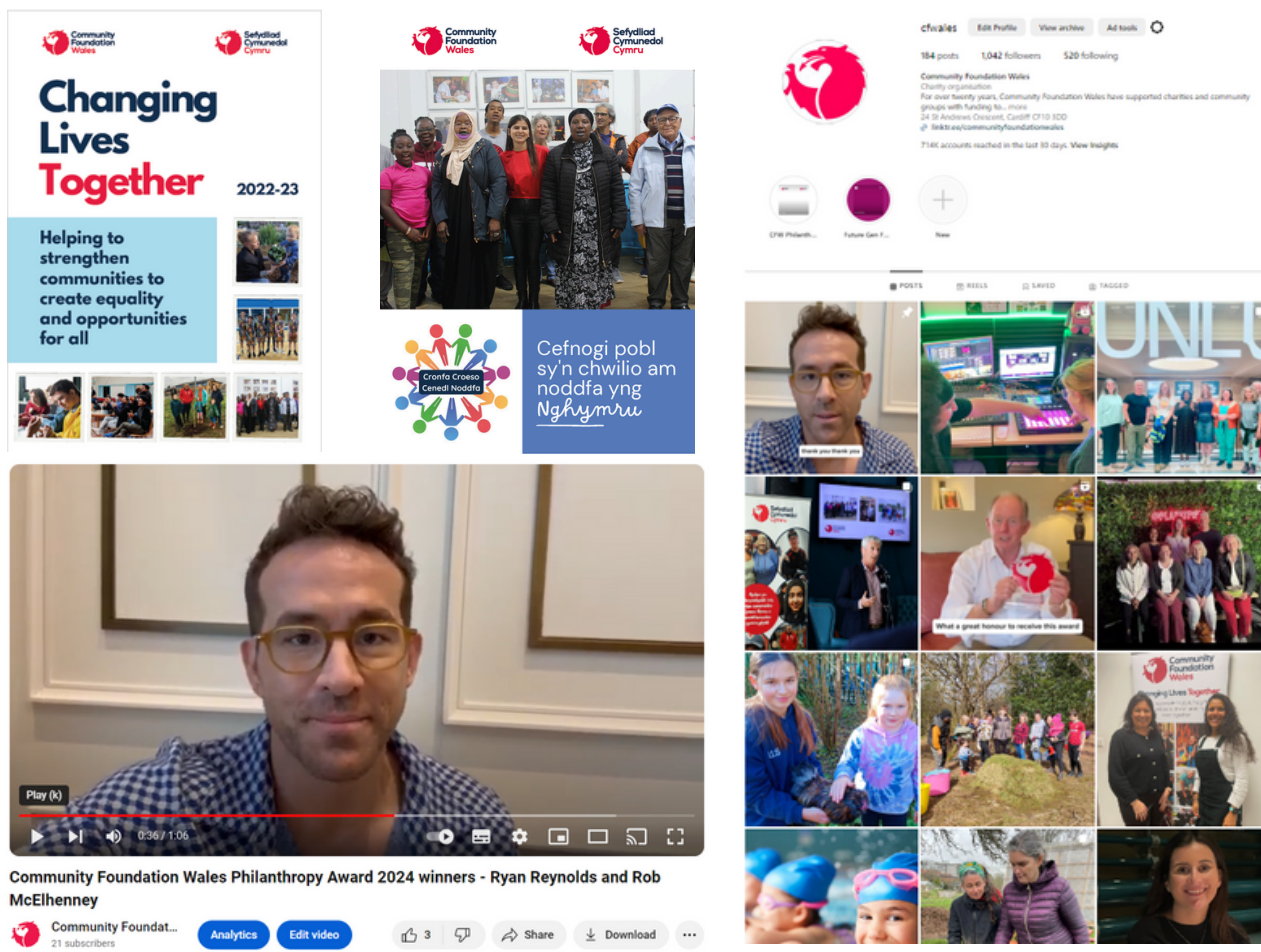
This new role will support the growth of Community Foundation Wales and help bring our communications and marketing strategy to life.

You'll create engaging content and capture inspiring stories from our grantees and donors, showcasing the impact of our work and raising awareness of Community Foundation Wales. Working closely with the Head of Communication and Marketing, you'll assist in producing content that connects with our audience.

You'll also support the organisation of events and meetings with our stakeholders to help grow and strengthen our supporter community.

We're looking for someone eager to take on responsibility and develop their creative skills. If you're organised, proactive, and enjoy variety in your work, this is the role for you.

Fluency in both English and Welsh would be a bonus, helping us reach and connect with supporters across Wales.





# Job description

## Communication and Marketing Coordinator

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**Hours:** Part time – 25 hours per week.

Some evening, weekend work and occasional overnight stays are required.

**Salary:** £25,000 pro rata

**Responsible to:** Head of Communication and Marketing

**Location:** Hybrid working – working from home and the Cardiff office (typically 1 day per week, preferably on a Tuesday when team meetings take place). We would consider this post being home-based for the right candidate, with monthly visits to the Cardiff office.

**Contract:** Permanent

**Benefits:** 25 days holiday per annum pro rata, in addition to public holidays, office closure between Christmas and New Year, one additional day's leave for your birthday (pro rata), 5% contributory pension, monthly wellbeing sessions, cycle to work scheme, two paid volunteering days (pro rata), death in service, and a range of private health benefits.

## Key tasks and responsibilities

- **Social media** – manage the social media content calendar, including planning and scheduling posts.
- **Creative content** – develop the organisation's image library and create compelling video content to bring the stories of Community Foundation Wales to life.
- **Website** – amend and update website content, acting as the first point of contact for copy update requests from the wider team.
- **Communications** – support the team with the writing and production of newsletters, press releases and regular updates to Welsh Government.
- **Data gathering** – Assist the Head of Communication and Marketing with engagement tracking by compiling data on social media interactions, e-mail performance, website traffic and media monitoring.
- **Design** – support the team to create visually engaging reports, presentations and marketing materials, using design tools (such as Canva) and/or by working closely with external designers to develop high quality digital and print materials.
- **Events** – assist in the organising and running of stakeholder events such as CFW Croeso and CFW Connect.
- **Bilingual communications** – liaise with translators to help produce quality bilingual documents and copy for digital platforms.
- Undertake any other reasonable duties and responsibilities as directed by the Head of Communication and Marketing.

# Key skills and experience

## Essential

- Educated to degree level, or equivalent experience working in a communications, marketing or digital marketing role.
- Experience in using social media platforms (Facebook, X, LinkedIn, Instagram) with the ability to plan and schedule posts using tools like Hootsuite or Sprout Social, and a basic understanding of social media analytics.
- Experience in producing engaging digital content, including basic video creation and multimedia storytelling, to drive audience engagement.
- Experience of editing websites, using content management systems such as WordPress.
- Creative, with an eye for design and layout.
- A high level of IT competency.
- A great communicator and writer, with a high level of attention to detail.
- Excellent organisational skills with the ability to prioritise.
- Appetite and willingness to learn new skills.
- Ability to work both independently and as part of a team.

## Desirable

- We're a bilingual organisation and the ability to work in Welsh would be a strong advantage for a candidate with all the skills and experience we are seeking. In your role, you would be expected to complete the following tasks: create social media content; internal messaging and contribute towards creating content for the website, reports and newsletters. It is expected that this content will be bilingual therefore, if you're not able to speak and write in Welsh, we would ask you to manage the translation process.
- Experience of using design tools such as Canva or Adobe Creative Suite.
- Experience of using e-newsletter software such as Mailchimp, or equivalent.
- Experience of organising events (either in person or virtual).
- Experience of creating multimedia content e.g. podcasts, webinars.
- Experience of writing press releases and managing media inquiries.
- Experience of working in the third sector.

# How to apply

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**To support in the search and appointment of this role, we have exclusively retained the recruitment services of Penodi.**

**For an informal discussion about this role, please contact the Penodi team on 07385 502078 or [helo@penodi.cymru](mailto:helo@penodi.cymru).**

**To apply please upload your CV and cover letter to Penodi's website [here](#).**

In your covering letter, please refer to the key skills and experience required, noting what attracted you to this role, and how your experience and expertise will add value to our work, helping Community Foundation Wales to fulfil its ambitions.

We know that interviews can be a daunting experience. If you're shortlisted, we want to put you at ease by:

- offering the opportunity to speak with a member of the team before a interview to chat about the Foundation and what it's like to work here, to help you to get to know us better.
- committing to fully understanding any additional needs and/or any access requirements you may have, and putting any necessary requirements in place within good time.

The key dates and steps are listed below:

- **Deadline for applications** – 12pm on Monday 19 May 2025.
- **Invite candidates to interview** – by Wednesday 28 May 2025.  
*Please note only successful candidates will be contacted.*
- **Interviews** – Wednesday 4 June 2025

## Good luck with your application!