

## ADVERTISEMENT FOR A POST

The Welsh Government is an Equal Opportunities Employer.

This means that all eligible people should have equality of opportunity for employment and advancement on the basis of their ability, qualifications and suitability for work. This means that no job candidate or employee should receive less favourable treatment on the grounds of: race; colour; sex; sexual orientation; age; marital status; disability; religion; or family/domestic responsibilities and working patterns e.g. part-time. Nor should any individual be disadvantaged by conditions or requirements, which cannot be shown to be justifiable.

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Job Title: **Postgraduate/Student Placement: German Market Content and Community Executive**

**Pay Band: TS**

**DG Area: Economy, Science and Transport**

**Division: Visit Wales**

**Branch: Marketing**

**Location: QED, Treforest Industrial Estate**

Please consider if this post could be undertaken Pan Wales or on a split location basis.

**Duration of post if temporary: 12 months**

**Pattern of Working:** Full time

If this is a full time post applications will be considered from staff who wish to work part-time or on a job share basis (A business case should be attached if full time only is required)

If this is a part-time post please confirm, working pattern.

**Closing Date: TBC**

**Purpose of Post:**

The German Market Content and Community Executive will be responsible for the creation and management of content for the German language website, [visital.es.de](http://visital.es.de). They will also support the development of 'Visit Wales' social media sites in Germany, sharing content across key networks and supporting the development of German language content across online and offline channels.

## **Key Tasks**

### Content Creation

- Developing engaging and inspiring content, including editorial, stills, video and audio about Wales that meets the needs of the German market, uploading content via the Content Management System.
- Keeping up to date with market trends and interests and developing new content to address any gaps.
- Attending events, visiting tourism attractions and destinations in Wales and using these experiences to develop content, blogs and social posts.
- Work closely with the Visit Wales digital team to utilise existing content that is relevant to the market and to ensure that any product changes are carried through across the website.
- Work with the Marketing Executive to develop and deliver the Visit Wales German ECRM programme.
- Work closely with the Visit Wales digital team to adapt the Visit Wales content calendar to fit the German market.
- Contribute towards the development of German market communications and campaigns, both on and offline, providing support and advice to the international marketing team

### Social Media and Communities

- Establish and manage Visit Wales German social media accounts.
- Managing Visit Wales German Community interactions (social media, blogs, external forums, PR) - identifying and building relationships with prominent influencers and leaders in the related fields of travel and tourism.
- Work closely with PR and trade colleagues to support their activity via the [visitwales.de](http://visitwales.de) and social channels.
- Work closely with Visit Britain and other industry partners to align and share content across appropriate channels.

## **Knowledge and Skills**

This post is being advertised as placement for a postgraduate or as a year in industry placement. The ideal candidate will demonstrate the following qualifications and skills:

- Qualifications or working towards a qualification in any of the following fields
  - Journalism, PR, Publishing, Marketing
  - Online content marketing or relevant digital marketing related qualification

#### Skills

- Native language German, fluent in both German and English with exceptional communication skills.
- Exceptional writing and editing skills, as well as the ability to adopt the appropriate style, tone, and voice for various types of content.
- An understanding of how to tell a story via words, images, or audio, and of how to create content that draws an audience.
- An understanding of the German market, particularly in relation to travel and tourism is desirable.
- Experience of using Content Management Systems would be advantageous however full training will be provided.

#### Additional Information

- The successful candidate will be required to travel to various locations in Wales and may be asked to travel internationally to support Visit Wales at international events and partner meetings.

#### Key Skills Relevant to the Civil Service Competency Framework:

<https://documents.hf.wales.gov.uk/id:A4858854/document/versions/published>

**The framework has 3 cluster headings with 10 competencies in total. You only need to complete details of which of the 4 competency behaviours you will be testing if you are advertising on a 'Lateral & Promotion' basis or filling a 'Temporary Vacancy' which may have a temporary duties allowance attached. Therefore, do not complete these if you are advertising on a lateral only basis.**

**Please note: you do not have to choose behaviours from each of the 3 clusters but should choose 4 behaviours to test.**

- **Setting Direction - Seeing the Big Picture**  
Gather information from a range of relevant sources inside and outside their Department to inform own work
- **Setting Direction - Making Effective Decisions**  
Undertake appropriate analysis to support decisions or recommendations  
Investigate and respond to gaps, errors and irregularities in information
- **Engaging People - Collaborating and Partnering**  
Proactively contribute to the work of the whole team
- **Delivering Results - Delivering at Pace**  
Work in an organised manner using own knowledge and expertise to deliver on time and to standard  
Work with energy and pace to get the job done

## Professions

Please select any relevant Professions, up to a maximum of 3, which are required for this post. For further information please check the Professions area on the Intranet.

No Specific Profession Required	<input type="checkbox"/>
Communications	Required
Economics	Not Required
Engineering	Not Required
Facilities Management	Not Required
Finance	Not Required
Health	Not Required
Human Resources	Not Required
Information Technology	Not Required
Inspectors	Not Required
Internal Audit	Not Required
Knowledge Information Management	Not Required
Legal services	Not Required
Marketing	Required
Operational delivery	Not Required
Operational Research	Not Required
PA/EA/SEA	Not Required
Planning	Not Required
Policy delivery	Not Required
Procurement and contract management	Not Required
Programme and project management	Not Required
Science	Not Required
Social research	Not Required
Statistics	Not Required
Surveyors	Not Required
Translation	Not Required
Veterinary services	Not Required

**Job Specific Criteria** Please select 3 job specifics.

1. Qualifications or working towards a qualification in any of the following fields
  - Journalism, PR, Publishing, Marketing
  - Online content marketing or relevant digital marketing related qualification
2. Native language German, fluent in both German and English with exceptional communication skills.
3. Exceptional writing and editing skills, as well as the ability to adopt the appropriate style, tone, and voice for various types of content.

**Development Opportunities Offered by the Post:**

This placement is a fantastic opportunity for a postgraduate/student to work within the Visit Wales Marketing team within the Welsh Government and to further their career in the field of tourism and marketing.

**Contact Point:**

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