

Public Affairs Officer

Welsh language skills are essential for this role.

Why join S4C?

S4C is more than a television channel – we provide a unique public service that plays a central role in the cultural, democratic and social life of Wales.

This is an exciting time to join S4C, as we implement our new strategy for the next five years. We are expanding viewing with our content, developing into a digital-first service, and extending our impact beyond the screen contributing positively to the prosperity of the language, Welsh culture and creative economy.

We are looking for an enthusiastic, organised and reliable individual to join us as a Public Affairs Officer. You will play a key role in helping to ensure that S4C's place in Welsh public life is as strong, influential and inspiring as ever.

At S4C, we are passionate about creating a positive, energetic and inclusive work environment that reflects our core values:

At Your Best, Proud of S4C, Go For It, Celebrate Everyone.

You will join S4C at a time of exciting change, contributing to the future of public service media that inspires, entertains and reflects the whole of Wales.

Job Overview

As a Public Affairs Officer, you will support the Head of Public Affairs in delivering S4C's engagement activities, helping to build and maintain positive relationships with key stakeholders, monitoring policy and political developments, and contributing to clear and effective communication on issues that are important to the channel.

This role is suitable for someone who enjoys communicating, influencing and building relationships across Welsh and UK public life.

You will work closely with teams across S4C to ensure a unified and inspiring approach to promoting S4C's public mission.

What will you do?

- To support S4C's public affairs objectives by identifying opportunities to influence policy discussions and promote S4C's priorities.
- Monitor policy and political developments, in Wales and the UK, relevant to S4C and the media sector.
- Produce briefs, summaries and reports to inform internal decisions and assist senior officers in meetings with key stakeholders.
- Support S4C's lobbying and advocacy work by preparing official briefs or letters to MPs and relevant stakeholders.
- Prepare a regular public affairs newsletter to reach out to MPs and key stakeholders.
- Support the preparation of responses to public consultations and briefings to the Board or Senior Leadership Team on key issues.

- Organise and attend corporate events. This can mean receptions, public meetings and screenings across England and Wales.
- Co-ordinate visits and events for politicians and policy makers in Wales and the UK.
- Work with internal teams such as Communications and Content to ensure a consistent and integrated approach to engaging with S4C's stakeholders.
- Develop and maintain a stakeholder database and monitoring systems to support the work of the wider team, ensuring information is up-to-date and effective.
- Help plan the annual calendar of S4C's public affairs and corporate activities.
- Help measure and report on the impact of public affairs activities, demonstrating how the work contributes to S4C's strategic objectives.
- Work closely with the Head of Public Affairs on responding to urgent enquiries or developments.
- Develop an ongoing understanding of policy, legislative, and media trends to inform the organisation's priorities.

You will also:

- Be aware of S4C's strategy and take personal responsibility for following all our policies and procedures as required, including working within health and safety, diversity and inclusion guidelines, data protection, financial guidance and so on.
- Contribute in a positive way to our internal culture and to the delivery of S4C's strategy.
- Support the use of Welsh in the workplace.
- Collaborate with your line manager and be proactive in managing and developing your own performance.
- Ensure that you work in a positive, collaborative, cross-organisational manner, developing great services for our viewers, and ensuring a positive, active and inclusive working environment that treats everyone with dignity and respect.

You will succeed in the role if:

- You have a good understanding of the political and policy landscape in Wales and the United Kingdom.
- You are able to communicate clearly and confidently in both Welsh and English.
- You have strong interpersonal skills to build relationships with stakeholders and work effectively across teams.
- You are highly organised and able to manage workload effectively in a busy environment.
- You are able to analyse complex information and compile clear written materials.
- You show political perception and understand how public decisions affect institutions.
- You are committed to the values of S4C and to promoting the Welsh language in all aspects of your work.

What will you get?

- The opportunity to make a real difference in an organisation that values people.
- Working in a flexible environment within one of our offices in Wales.
- S4C is committed to the personal growth of its employees, offering comprehensive training and development opportunities to improve skills and promote careers.

- Access to unique opportunities in the media sector including attendance at events and programme previews, panel discussions and internal updates.
- Employees have the unique opportunity to contribute to the promotion and preservation of the Welsh language and culture through their work.
- S4C offers a Group Personal Pension Scheme with 10% contributed by S4C.
- 26 days of leave gradually increasing to 32 days in 9 years.

For an informal chat about the role please contact Mali.Williams@s4c.cymru

In your application, make sure you highlight the skills and experience you have that are relevant to the characteristics listed in the person specification below and are compatible with S4C's core values. Give clear examples that show why you are a good fit for the job.

Person Specification

Characteristics	Essential	Desireable
Experience	<p>Experience of working in an environment where political, policy or publicity issues are relevant.</p> <p>Experience of fostering and maintaining positive relationships with stakeholders.</p> <p>Experience of organising and co-ordinating events or external engagement activities.</p> <p>Experience in collecting, analysing and compiling information, reports or communication materials.</p> <p>Experience of prioritising tasks and managing workload effectively in a busy environment.</p>	<p>Experience of working in public affairs or politics.</p> <p>Experience of corporate communications.</p> <p>Experience of creating and executing campaigns to influence stakeholders.</p>
Skills and Information	<p>The ability to communicate clearly and effectively in Welsh and English – both orally and in writing. <i>(S4C offers support to develop skills in Welsh.)</i></p> <p>A solid understanding of the political and policy landscape in Wales and the United Kingdom.</p> <p>Excellent organising and planning skills.</p>	<p>A good understanding of the role of public service media and the statutory, regulatory and cultural context in which S4C operates.</p> <p>The ability to collect, analyse and communicate complex information in a way that informs decisions and influences stakeholders.</p>

	<p>Strong written skills, including the ability to summarise complex information.</p> <p>IT skills to track, analyse and organise information (to support public affairs activities).</p>	<p>A good understanding of the procedures of the Welsh Parliament and Westminster.</p> <p>Full driver's license.</p>
Personal Characteristics	<p>A high level of personal integrity, expressed through behaviour.</p> <p>Ability to work independently and within a team.</p> <p>Self-motivation and willingness to learn.</p> <p>Commitment to promote and support the use of Welsh.</p> <p>The confidence to deal with the public and important individuals alike in an inclusive way.</p> <p>Willingness to work flexibly.</p>	<p>Political perception.</p> <p>Enthusiasm for S4C's mission.</p> <p>The ability to think creatively to solve problems and influence decisions.</p>

Other details

Location: Carmarthen / Cardiff / Caernarfon (minimum 2 days in an office)

Salary: £37,000 per year

Contract: Permanent

Working hours: 35.75 per week. Due to the nature of the job, flexibility, including working outside of office hours, is expected on some weekends and bank holidays.

Probationary period: 6 months

Holidays: In addition to the statutory bank holidays, you will be entitled to 26 days of holiday. If you are employed part-time you will receive a pro rata share of the holidays.

Pension: Salaried staff are entitled to join a Group Personal Pension Scheme subject to the terms of any existing scheme which is amended from time to time. If you are a member of the Group Personal Pension Scheme, S4C will contribute 10% of

your basic salary to the Scheme. You are expected to contribute 5%.

Travel: Occasional travel will be part of the job, usually within the UK

Applications

Applications should be sent by **9.00 on Monday 26 January 2026** to Pobl@s4c.cymru or to Pobl a Diwylliant, Canolfan S4C, Yr Egin, Carmarthen, SA31 3EQ.

We do not accept CVs.

You are welcome to submit an application in Welsh. An application submitted in Welsh will not be treated less favourably than an application submitted in English.

Using AI

If you choose to use AI or similar tools, make sure your responses are accurate, honest and reflect your own experience and words. Applications that are not original or generated by AI may be rejected.

During the interview, the use of AI or recording tools is not allowed, unless agreed in advance on the basis of accessibility. Any evidence of unauthorised use may result in your application being withdrawn.

Equal Opportunities and Diversity

S4C does not allow discrimination on the grounds of sex, race, colour, disability, ethnic or socio-economic background, age, family circumstances, marital status or civil partnership, full-time or part-time employees, religion, political viewpoint, sexual orientation, gender reassignment, pregnancy and maternity, use of language (except where the ability to communicate in Welsh is essential to the job) or other irrelevant difference and is committed to working with diversity in a way that is positive to the job.

S4C welcomes and encourages applications from under-represented groups of people, including black and minority ethnic groups and people with disabilities. The principles of fair and open competition shall apply and shall be determined on the basis of merit.

Welsh Skills

Welsh language skills are essential for this role. We are proud to be a Welsh language broadcaster and we expect all team members to appreciate and respect the language and culture. We support and encourage the learning of Welsh and the improvement of language in the workplace.