

Marketing Officer

Welsh language skills are essential for this role

Why join S4C?

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, Celebrate everyone, Go For It.

Through innovative marketing activities you will help deliver our Marketing and Communications Strategy to raise awareness of S4C and all it has to offer, by attracting Welsh audiences – whether they are watching content on linear TV or on digital platforms.

You will be responsible for sharing and promoting S4C's content and services and building ongoing relationships with key audiences, production companies and various stakeholders.

Through various marketing activities you will show how S4C aims to ensure that the Welsh language is an important part of everyone's life in Wales by providing bold and innovative content that celebrates our contemporary culture.

What will you do?

As a team member you will be responsible for telling the world about S4C's programmes, content and services.

You will use a variety of skills and techniques to convey messages, attract viewers and hold a discussion between S4C and its stakeholders.

Under leadership you will be responsible for:

- Managing promotional projects by collaborating with commissioners, production companies and internal and external teams to ensure information flow, consistent messaging, campaign flow and approval.
- Designing and implementing promotional campaigns, working closely with internal teams (communications, digital and commissioners) and external stakeholders in order to raise awareness of the S4C brand and attract viewers to S4C's programmes, series and services, both on screen and online.
- Using audience data and information to target messages and content to the relevant audiences using appropriate social media and digital platforms.
- Identifying and using multi-media promotional methods as needed, from out-of-home awareness media, to digital advertising, email, advertising, sponsorship, competitions and so on.
- Organising photography sessions for joint campaigns with still photography officers and other staff as needed.
- Organising any promotional events, including launches, securing audience and attention by working and communicating effectively with other teams and external suppliers.

- As a member of the Marketing Team you will be responsible for organising S4C's presence at the main Welsh events and any other events that are part of a marketing plan then be present during the events (working on weekends/evenings or bank holidays).
- As a member of the Marketing Team you will be responsible for organising S4C's corporate events e.g. public meetings, launches and so on.
- You will be expected to evaluate your work to ensure that the work has reached the goal, and provide value for money in line with the annual marketing plan.

Other responsibilities include (without limitation):

- Contributing to creative ideas.
- Writing copy for promotional materials and social media messaging. Drafting messages and marketing content in collaboration with other departments on demand.
- Briefing the media buying company in order to plan multi-media campaigns.
- Briefing designers and producers on campaigns ensuring that all work complies with S4C's brand guidelines.
- Ensuring that creative assets are completed and communicated accurately and on time.
- To manage campaigns in line with department work flow and processes.
- Organising scripts, props, songs, costumes and organising risk assessments for events.
- Booking and contracting artists and crew.
- Managing community events as required.
- You are expected to undertake any reasonable work or other responsibilities that arise from time to time.

The kind of person we're looking for

- An enthusiastic individual, with the initiative to lead on campaigns
- A creative individual who enjoys collaborating with others on creative campaigns; collaborating and communicating with other promotional departments in order to bring a marketing campaign to life;
- Someone who understands (or is ready to understand) the broadcasting sector and the opportunity that digital platforms give to marketing campaigns.

You will succeed in this role if:

- You are ready for new challenges, with the willingness to work flexibly

- You are an enthusiastic individual that enjoys working within an exciting and fast-paced environment
- You are a person who is keen to work on a wide range of marketing campaigns - from drama series to sports and national events.

You'll also:

- Be aware of S4C's strategy, and ensure that you take personal responsibility to follow all our policies and procedures as required which include working within guidance on Health and safety, diversity and inclusion, data protection, financial guidance and so on.
- Contribute in a positive way towards culture and delivering on S4C's strategy.
- Contribute to and support the use of the Welsh language in the workplace and beyond.
- 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 way, which develops great services for our viewers on all platforms and ensures a positive, energetic and inclusive working environment that treats everyone with respect.

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. This includes in-house training, and continuing professional development programmes where appropriate.
- 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 pobl@s4c.cymru.

In your application, please ensure that you highlight the skills and experience you have that are relevant to the role listed in the personal specification below and that are in line with our core values. Give clear examples that show why you're a good fit for the job.

Personal Specification

Characteristic	Essential	Desireable
Welsh	Strong Welsh language skills-verbal and written.	
Qualifications	Relevant degree or experience.	
Experience	<p>Awareness of multi-platform promotional media to target audiences.</p> <p>Experience of developing and implementing successful promotional campaigns.</p> <p>Experience of building and developing key relationships.</p>	Experience of successfully coordinating events and working with external agencies.
Skills and Information	<p>Excellent organising and planning skills (attention to detail and thoroughness).</p> <p>The ability to communicate fluently in Welsh and English verbally and in writing to an excellent standard.</p> <p>The ability to research and analyse data, assess risk and prepare professional opinions.</p> <p>An understanding of institutional policies and procedures, as well as the regulatory environment within which they operate.</p> <p>Personal presence, strong intelligence and strategic thinking ability.</p>	<p>Financial/business analysis techniques and strategies.</p> <p>Some information on the Broadcast/Creative Sector and the policy and political framework in relation to the creative industries.</p>
Personal Characteristics	<p>The ability to work as an individual and as part of a team showing respect for other colleagues, at all levels.</p> <p>The ability to think creatively.</p> <p>Confidence to chair project meetings.</p>	

	<p>Understanding and commitment to S4C's diversity and inclusion policy and strategy.</p> <p>A high level of personal integrity, expressed through positive behaviour.</p> <p>Demonstrate values and behaviours that align with S4C values.</p> <p>A willingness to work flexibly.</p>	
--	--	--

Other details

Location: Carmarthen / Cardiff / Caernarfon (minimum 2 days in an office and continuous office period for the first two weeks for further training- this training is likely to take place in our Carmarthen or Cardiff office(s))

Salary: £38,000.00 annual salary

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 22 September 2025** by using the link below.

We do not accept CVs.

Applications may be submitted in Welsh. An application submitted in Welsh will not be treated less favourably than an application submitted in English.

Interview Date: 02 October 2025, location to be confirmed.

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, but they would be advantageous. 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 learning Welsh in the workplace, and we are looking for someone who is open to developing their understanding and appreciation of the language as part of their journey with us. An application submitted in Welsh will not be treated less favourably than an application submitted in English.