



Social Media Lead

Welsh language skills are essential for this role

Why join S4C?

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

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

This is an exciting time to join our team as we continue to foster a work culture that puts people at the heart of the organisation. We are looking for an innovative, dynamic and empathetic individual who lives our core values to join the Digital team as a Social Media Leader.

Job Overview

S4C publishes content across social media platforms on a daily basis, reaching hundreds upon thousands of people, in Wales and beyond. S4C's presence on these platforms is key to reaching and engaging with audiences. With a focus on developing original content as well as content that accompanies S4C's programmes and series, it is a busy, challenging and exciting field.

As Social Media Lead, you will lead a team of digital officers and are responsible for organising priorities and workflows. You will play a key role in shaping our digital vision and strategies, ensuring that content development aligns with the trends and needs of audiences today and in the future. You will use specialist data and insight to anticipate changes in the landscape, ensuring that S4C remains relevant and available on up-to-date platforms. This is a unique opportunity to drive innovation, develop engaging content, and expand S4C's presence and brand.

You will work closely with the commissioning team to identify, develop and prioritise digital-first and digital-only content. You will also collaborate with the marketing and communications teams on integrated promotional campaigns. It will be necessary to provide an overview across all the digital content of S4C's series and sub-brands, and to advise and provide guidance to the sector in order to ensure quality and innovation in the field.

The role requires leadership skills and the ability to work collaboratively across S4C departments to ensure that our content remains at the forefront whilst adhering to our core values and public service implications.

In this role you will support and delegate to the Head of Digital and Streaming as you take on managerial, leadership and strategic responsibilities.

What will you do?

- To support and implement a digital content strategy that aligns with S4C's aims and values, ensuring that it connects with diverse audiences across different digital platforms.
- Work with relevant S4C departments to create "Digital first" content and ensure successful digital campaigns defining what success is.
- Promote collaboration between editorial, technical, promotional and creative teams to deliver high quality content that engages the audience.

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- Develop and propose digital ideas first and provide guidance to the commissioning team in developing content, ensuring that it meets high editorial standards and adheres to S4C's guidelines and brand.
- Working across different departments to ensure the integration of S4C's strategies and priorities.
- Analyse, question and adapt social media content workflows, both internally and externally with independent production companies.
- Working very closely with the Social Media Manager planning, overseeing and supporting the work and priorities of the digital team.
- Lead on the digital vision for S4C's sub-brands (e.g. Hansh, Cyw, Sport) co-ordinating between S4C's suppliers, Commissioning, Marketing and the digital officers to ensure the success of the content.
- Assists with the planning and provision of content for notable national events.
- Specialising in the digital platforms and leading on the maintenance of S4C's digital accounts, being a point of contact for the sector.
- Advising other teams within S4C on good practice as a point of contact and feeding into specific discussions across S4C relating to social media and digital platforms.
- Lead on digital innovation initiatives promoting experimentation with new formats, such as interactive content, vodcasts, and live broadcasts.
- To contribute to the evaluation and reporting on the performance of S4C's digital content across platforms.
- Ensure awareness of the latest developments in the field by attending events and independent research and sharing the updates back to colleagues at S4C and independent companies.
- Advising other teams within S4C on good practice as a first point of contact (including the Digital News and Hotline team) and feeding into specific discussions across S4C relating to social media and digital platforms.
- Approve risk assessments when necessary.
- To contribute to the reporting of the use of third party material on digital platforms (such as commercial music) to the appropriate agencies.
- Undertake any work or other reasonable responsibilities that arise from time to time.

As a Leader you will:

Live and promote S4C's values:

1. Be Your Best

Encourage each other to grow, develop and fully fulfill and support each other to be proactive, motivated and committed.

2. Proud of S4C

To believe in S4C's mission, to be proud of the platform we provide for the Welsh language and its Culture and to promote the channel and the work we do.

3. Celebrating Everyone

Valuing diversity and striving to create an inclusive environment where everyone feels welcomed, respected and valued and takes pride in the success of our staff.

4. Go for it

Be brave, creative and willing to try new things, and determined to make a difference to our audiences and communities.

- Ensure that delivering S4C's strategic priorities is central to the team's work.
- Lead and motivate a team, providing direction, clear objectives and constructive and meaningful feedback.

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- Communicate effectively and work closely with your colleagues and others to ensure that we realise our corporate objectives and creative excellence ensuring that we operate effectively and in line with our strategic commitments.
- Reviewing, monitoring and checking the quality of the work, ensuring clear targets and guidance, and offering bespoke support to ensure quality and performance development.
- Creating an environment that supports high performance, innovation, collaboration, well-being, development, engagement and empowerment of staff.
- Leading on the continuous improvement of the team.
- Ensuring the wellbeing of the staff under your supervision, taking bespoke advice from your line manager or the Department of People and Culture as required.
- Ensure that staff under your supervision work at all times in accordance with S4C's policies and procedures, including Health and Safety, Data Protection, Finance, Risk Management, Diversity and Inclusion, and employment matters.
- Living and promoting S4C's values.
- To represent S4C at external meetings or events as necessary and to act as its ambassador.
- Delegate on behalf of your Line Manager in his/her absence or as required in the areas related to your work.

A Professional and Collaborative Approach

- Work positively across the organisation.
- To promote and use the Welsh language in the workplace.
- Follow S4C's policies and procedures, including health and safety, diversity, and data protection.
- Be proactive with your line manager to monitor and develop your own performance.

You will 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 Health and safety guidelines, diversity and inclusion, data protection, financial guidance and so on.
- Contributing in a positive way towards culture and achieving S4C's strategy.
- To contribute to and 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 way, which develops great services for our viewers on all platforms and ensures a positive, energetic and inclusive work environment that treats everyone with respect.

You will succeed in this role if:

- You have a deep understanding of social and digital media.
- Do you enjoy transformative change and are looking for innovative ways to take action.
- You can work independently with the freedom to make decisions but also enjoy working with a wider team to share ideas.
- You will measure and report on performance including audience behaviours
- Be aware of current developments in the field of social media and content viewing platforms.
- Are you a strong communicator in Welsh and English (spoken and written – language refreshment support available).

What will you get?

- The opportunity to make a real difference in an organization 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 upskill and advance careers. This includes access to relevant qualifications, in-house training, and continuing professional development programs.
- 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 up to 32 days in 9 years.

For an informal chat about the role please contact tecwyn.davies@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 are in line with our core values. Give clear examples that show why you are a good fit for the job.

Personal Specification

Feature	Essential	Desirable
Welsh	Strong spoken and written Welsh skills.	
Qualifications	Degree or equivalent qualification	
Experience	<p>Lead a team and manage people.</p> <p>An understanding of social and digital content production, from concept to presentation.</p> <p>Experience of managing digital accounts and content calendars and the ability to monitor and report on performance to inform decisions.</p> <p>Experience of writing and creating digital content that is relevant to the audience and within specific guidelines.</p> <p>Experience of using social media and digital marketing tools and platforms, promotional techniques and the use of analytical tools.</p> <p>Possesses a strong intellect of S4C's audiences, S4C's content strategy and the context it operates within.</p> <p>Supporting individuals to achieve agreed objectives.</p>	<p>Experience of managing and optimising digital campaigns using paid search and paid social media.</p> <p>Experience of helping with the development, implementation and effective evaluation of digital campaigns.</p>

	<p>Working within a team successfully.</p>	
<p>Skills and Knowledge</p>	<p>Excellent communication skills.</p> <p>Skills to identify and create engaging and relevant digital content.</p> <p>Understanding of content management systems e.g. Meta Business Suite, YouTube Studio, analytics systems and resources (e.g. Google analytics, Sprout Social etc), and search engine optimisation.</p> <p>Knowledge of the Broadcasting/Creative Sector and the policy and political framework in relation to the creative industries. A solid understanding of the principles of effective digital communication.</p> <p>Excellent organisation and coordination skills with the ability to work to tight deadlines.</p> <p>Work well as a team member with a proactive attitude and the ability to take the lead and lead employees.</p> <p>Be able to work independently and on your own, with excellent prioritisation and organisational skills.</p> <p>Audience identification skills and the ability to assess reach and effectiveness data.</p> <p>As well as having an eye for design, the ability to write creatively and accurately in a way that can engage and attract a target audience and possess strong editorial skills.</p> <p>Ability to research, identify and analyze statistics and reports, assess risk, quality, and prepare professional opinions and guidance.</p> <p>Excellent interpersonal skills with the ability to create positive relationships with a range of staff and stakeholders in order to deliver and develop the service.</p>	<p>Knowledge of the Broadcasting/Creative Sector and the policy and political framework in relation to the creative industries.</p> <p>A solid understanding of the principles of effective digital communication.</p>

	<p>Information on public service broadcasting values and regulations in the UK.</p> <p>Excellent communication skills in Welsh and English, and the ability to respond to queries from a variety of users. (Writing skills development and language refining support is available).</p> <p>Excellent organisational skills, including the ability to prioritise diverse workloads with competing time limits.</p>	
Personal Characteristics	<p>Be able to motivate yourself, with the ability to work unsupervised.</p> <p>A problem solver.</p> <p>Be able to show empathy.</p> <p>Show Values and Behaviours that are in line with S4C's values.</p> <p>Willingness to work flexibly.</p>	

Other details

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

Salary: £49,500 a year

Agreement: Permanent

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

Probationary period: 3 months

Holidays: In addition to the statutory bank holidays, you will be entitled to 26 days of paid holiday per year. (Please note that the annual leave will be pro rata if working part time).

Pension: Paid 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 will be expected to contribute 5%.

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



Applications

Applications should be sent by **9.00 on Monday 11 May 2026** to Pobl@s4c.cymru or Pobl a Diwylliant, Canolfan S4C, Yr Egin, Carmarthen, SA31 3EQ.

We do not accept CVs.

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

AI Use

If you choose to use AI or similar tools, please ensure your responses are accurate, truthful and reflect your own experience and words. Applications that are not original or are AI-generated may be rejected.

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

Equal Opportunity and Diversity

S4C does not allow discrimination based on gender, race, colour, disability, ethnic background or social-economic background, age, family status, marital status or civil partnership, part-time or full-time employees, religion, politics, sexual orientation, gender reassignment, pregnancy and maternity, language use (except where the ability to communicate in Welsh is necessary for the post) or any other irrelevant difference, and it is committed to considering diversity in a positive way. S4C welcomes and encourages job applications from groups that may be under-represented, including females, black and minority ethnic people and people with disabilities. Open and fair competition principles are in operation and appointments are decided on merit.