Media Planner

Welsh language skills are essential for this role

Why join S4C?

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

At Your Best, Proud of S4C, Celebrating Everybody, Go For It

This is an exciting time to join S4C and contribute to a future that inspires, entertains and reflects the whole of Wales as we implement our new strategy –***S4C - More than a Television Channel*** – whilst using our content to expand our viewership and developing our Digital First service.

Job Overview

S4C publishes content daily across broadcast, digital and social media platforms, reaching hundreds of thousands of people in Wales and beyond. It's vital for S4C that we understand the engagement and behaviour of our audience across all these platforms.

As a Media Planner you will work collaboratively with the Presentation and Continuity Lead to schedule and broadcast assets such as trailers, promotional messages, and graphics in line with S4C's marketing and communications priorities, with the aim of attracting audience interest and raising awareness of our content.

You will ensure that our content is scheduled and published across our platforms to maximise our reach and our engagement with our audience. Your contribution will be vital as S4C continues to develop as a digital-first multi-platform content publisher.

As a Media Planner you will be passionate about ensuring that our content reaches the right audience, at the right time, and on the right platform in order to capitalise on our audience reach and to encourage further engagement with our content.

This role is a unique opportunity to work at the heart of S4C's Digital First strategy, helping to manage content across a range of platforms, and contributing towards shaping the content promotion strategy across our platforms.

As S4C continues its transformation into a multi-platform content publisher, digital systems, publication and presentation workflows are at the heart of everything we do within the Team.

You will report to the Presentation and Continuity Lead within S4C's Content Operations Department.

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What will you do?

As Media Planner, you will:

- Be a key part of the team leading the scheduling of S4C's on-screen promotional campaigns and multi-platform content in an efficient and suitable manner.
- Schedule and publish assets such as trails, promotional messages and graphics in line with S4C's marketing and communications priorities to attract the interest of audiences and raise awareness of our content.
- Deputise for the Publication and Presentation Leader where required, including being on call outside of working hours during the week and occasionally at weekends.
- Schedule the promotional material and communications that appear on screen, and overseeing the graphics items as well as scheduling promos and spoken messages that promote our content on various S4C platforms e.g. S4C Clic/iPlayer, YouTube and Facebook.
- Work with the team to ensure that our publications' tone of voice and language are produced in a suitable manner and are appropriate for the audience/content.
- Attend and lead daily briefings with the announcers and the Publication and Presentation Leader, analyse and assess the previous day's work to ensure the effectiveness of campaigns, and use this information to adapt campaigns as they progress to ensure they meet targets/target audience.
- Organize, attend and lead daily briefings with the technical and broadcast teams to ensure that scheduled content is complete and accurate, that arrangements for live content transmission are in place as well as any other associated elements such as programme access services/support.
- Organize and lead broadcast meetings, including conversations between production companies, relevant stakeholders and the technical departments of S4C/BBC Wales.
- Manage, deliver and publish content across S4C's platforms, using a range of digital tools and media asset management systems such as BSM, Dalet, MAM.
- Contribute to the ongoing development of modern and efficient workflows that ensure content reaches audiences accurately and effectively.
- Work with colleagues across S4C, BBC Wales, stakeholders and the independent production sector to ensure that content is conveyed accurately and promptly.
- Maintain high standards in terms of schedules, digital asset preparation, content governance and information accuracy.
- Organize the work rotas of the Presentation Announcers and Planners, and freelancer schedules where necessary.
- Work with the Commissioners and production companies to ensure that the Support website is up to date and relevant, and that the correct notifications are present across our platforms.
- Use the BSM system for scheduling and the Caspar system to create assets to promote content across the platforms.
- Collaborate across S4C, BBC Wales and the independent production sector to ensure that content is conveyed accurately and promptly, and to keep records of any issues that arise.
- Keep up to date with advances in media technology, digital publishing and best practice in content delivery.
- Be across existing sponsorship arrangements and agreements, and work with Axiom, legal and the Commissioners to ensure that we are compliant both legally and with Ofcom rules.

- Make sure the daily publication schedules are checked and comply with broadcast guidelines.
- Be a key part of the planning and running of S4C D.R. processes and guidance.

To succeed in this role, you will need:

- Relevant skills in digital systems, databases and content management platforms.
- Experience of using systems and technology to organise, manage and retrieve information.
- Effective organisational skills, along with a thorough and conscientious approach to work.
- Creative writing skills.
- Experience or interest in working in Content Publication and Presentation.
- The ability and desire to learn how to use new systems and adapt to changing digital workflows.
- A mindset focused on identifying opportunities to improve processes through technology and innovation.
- Effective communication skills when collaborating with different stakeholders.
- The ability to script announcement messages in order to share information clearly and concisely.
- An understanding of content production and delivery workflows.
- An understanding of record-keeping management and retention policies, standards and best practices.
- Awareness of broadcasting rules and compliance requirements.

During the first three months you will be expected to...

- Schedule the promotional material and communications that appear on screen, overseeing the graphics items as well as schedules of promos and spoken messages that promote our content on various S4C platforms e.g. S4C Clic/iPlayer, YouTube and Facebook using the existing BSM scheduling system.
- Attend daily briefings with the announcers and the Publication and Presentation Lead, analyse and assess the previous day's work to ensure the effectiveness of campaigns, and use this information to adapt campaigns as they move forward to ensure they meet targets/target audience.
- Cover all the presentation assets in the schedule i.e. the presentation items, the messages in Caspar for displaying on screen.
- Co-ordinate and organise pre-production meetings with the sector and send the information/notes about the broadcasts to the company and relevant broadcast staff.
- Deputise for the Publication and Presentation Leader and be on call outside of working hours and at weekends supporting on projects.
- Organise and lead broadcast meetings, including talks between production companies and technical departments of S4C / BBC Wales.
- Coordinate and organize the rota of Presentation Announcers and Planners, seeking freelancers during periods of sickness, leave and training dates where necessary.

- Create monthly timesheets for freelancer work by checking the correct hours and fee and sending them out to the relevant freelancers. Coordinate and check the information with People and Culture before payroll each month.
- Assist the Publication and Presentation Leader in arranging that the Support Website contains relevant information for directing viewers to the website. Co-ordinate this with the production companies, the commissioners and with Cwmni Pawb, who are in charge of the website.
- Be a point of contact for production companies in terms of the Warnings/Presentation information that will be conveyed in the PAC. Make sure that the companies have noted the correct content warnings for programmes and this information reaches Clic and iPlayer. Discuss and coordinate with the commissioners and announcers who watch the programmes and write the scripts.
- Assist the Lead with the input of all new presentation items/presentation assets into the BSM schedule system, sharing the information with S4C teams as well as BBC broadcast teams – covering all the presentation assets in the schedule i.e. the presentation items, the daily messages in Caspar for screen display on a linear platform.
- Be across the sponsorship agreements in place, co-ordinate with Axiom, legal and the Commissioners following the delivery guidelines, input the information into the BSM scheduling system and communicate the relevant information with BBC colleagues and broadcasting staff.
- Ensure that a record is kept of all the monthly "incidents" for discussion and recording at the monthly meetings with the BBC which feeds into the "service credits" report.
- Ensure the daily schedules are checked and signed off in accordance with the TSA. Be across advertisement compliance within the schedules and ensure that the ads are delivered daily and are compliant.
- Be across broadcast guidelines during breaks, OFCOM, BCAP guidelines in relation to advertisements and red button guidelines.
- It is also important to be aware of the royal death guidelines and the Disaster Recovery guidelines. Ensure that the details in the schedules are accurate and communicated to the BBC, Tinopolis and the relevant teams internally and externally.

You will also:

- Be aware of the new S4C strategy – Mwy na Sianel Deledu, and ensure that you take personal responsibility to follow all our policies and procedures as required which includes working within Health and Safety guidelines, diversity and inclusion, data protection, financial guidance and so forth.
- Contribute in a positive way towards the culture and delivery of S4C's strategy.
- Contribute to, and support, the use of the Welsh language in the workplace.
- Collaborate with your line manager and proactively manage and develop 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 where everyone is treated with respect.

What will you get?

- The opportunity to make a real difference in an organization that values people.

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- S4C is committed to the personal growth of its employees, offering comprehensive training and development opportunities to upskill and promote careers. This includes in-house training, and continuing professional development programmes where appropriate.

- Access to unique opportunities in the creative and 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.

- Group Personal Pension Scheme with 10% contribution by S4C.

- 26 days of leave gradually increasing up to 32 days within 9 years.

Person Specification

Attributes	Essential	Desirable
Welsh language	Strong Welsh skills, both oral and written.	
Qualifications	3 A Levels (or equivalent) or experience of working in the field.	
Experience	Experience of working with stakeholders and managing expectations. Experience of using digital/computer systems to organise and plan. Experience of working in an atmosphere where decisions have to be made quickly. Experience of collaborating and building/maintaining strong relationships with stakeholders both internally and externally.	Experience of using BSM/Casper systems and standard Microsoft computer systems. Experience of being involved in changes and system updates. Experience of working with the delivery and distribution of digital content across a variety of platforms.
Skills and knowledge	Effective digital/computer skills. Excellent organisational skills and continuous improvement mindset. Effective administrative skills, and attention to detail. Effective communication skills, with the ability to communicate with a range of colleagues and stakeholders verbally and in writing in both Welsh and English.	Knowledge of production systems, content publishing systems, and relevant technical/digital elements. Awareness of the broadcasting sector or the creative industries. Awareness of multi-platform publishing. Effective skills and knowledge of the archiving industry.

	Ability to prepare, deliver updates, reports and action plans Ability to work proactively and positively with others; effective collaboration. Ability to adapt quickly to a rapidly changing business landscape. Ability to build constructive relationships.	Experience of scripting or presenting content.
Personal attributes	A clear understanding of and commitment to S4C's Diversity and Inclusion strategy and policies. Self-motivating with the ability to work unsupervised. A high level of personal integrity, modelled through behaviour. The ability to consistently model S4C's values and behaviours in the workplace. A willingness to work flexibly, responding to the needs of the role and organisation.	

Further details

Location: S4C Cardiff Office (minimum 2 days in office).

Salary: £41,250 per year

Contract: Permanent

Working hours: 35¾ hours per week

Probationary Period: Everyone appointed by S4C must complete a 3-month probationary period in order to review performance, behaviour and attendance. S4C reserves the right to terminate a contract during the probationary period, with one week's notice.

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

Pension: Employed members of staff have the right to join the Group Personal Pension Scheme, within the context of the terms of any existing scheme which is modified from time to time. If you become 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: The role will involve occasional travel, usually within the United Kingdom.

Applications

Applications should be sent by **9.00 on Tuesday 8 December 2026** to Pobl@s4c.cymru.

We do not accept CVs.

Applications submitted in Welsh will not be treated less favourably than applications submitted in English.

Shortlist: No later than 10 December 2026

Interviews: 14 December 2026, S4C Cardiff Office

Guaranteed Interview Scheme

We are committed to creating a more diverse and inclusive workforce. We offer a guaranteed interview to disabled candidates and/or candidates from Global Majority communities who meet the essential criteria for the job. If you self-identify as being from a Global Majority background and/or are disabled, and meet the essential criteria for the job, you would be offered a guaranteed interview. You will be assessed against the same criteria during the interview and selection process, and appointments will be made on merit. There is a specific box on S4C's application form for you to tick if you self-identify.

Use of AI

If you choose to use AI or similar tools, make sure your responses are accurate, honest and reflect your own experience and words. During the interview, the use of AI or recording equipment is not permitted, unless this has been agreed in advance on the basis of accessibility. Any evidence of use without consent may result in your application being withdrawn.

Equal Opportunity 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 opinion, 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 dedicated to working with diversity in a positive way.

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

Welsh Language Skills

Welsh language skills are essential for this role. We are proud to be a Welsh language broadcaster and we expect all members of the team 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.