



## Head of Marketing

Welsh language skills are essential for this role

### Why join S4C?

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

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

S4C is looking for an inspirational Head of Marketing to lead on the promotion, engagement and development of the S4C brand at a crucial time in the service's history as we implement our new strategy, ***S4C – More than a TV Channel.***

We are looking for an individual who is passionate about S4C content and has an innovative digital vision to engage and create an impression with new audiences.

### Job Overview

In a competitive, multi-platform broadcast landscape, the role requires a deep understanding of brand and promotion with a passion for engaging audiences and creating campaigns that capture attention and attract new viewers.

This is an exciting time to join S4C at the beginning of a new chapter in its history under the care of a new Chief Executive and Chairman. You will be expected to contribute to the success of our new five-year strategy by leading and implementing a new marketing plan to help grow audiences, raise profile and improve S4C's perception in a highly competitive climate.

### What will you do?

Reporting to the Director of Communications and Marketing, you will be responsible for leading teams of creative individuals with diverse expertise – a marketing team that organises and co-ordinates promotional campaigns across platforms and a creative team that produces promotional assets for S4C and its range of content campaigns – inspired by S4C's promotional strategy.

As Head of Marketing, you will be a key part of a team of heads of department responsible for promoting S4C and all its content – working closely with the Head of Communications and the Head of Streaming and Digital to ensure successful integrated campaigns – as well as the Head of Audience of Research for insights about our audiences.

With the support of your team leaders, you will be responsible for implementing an ambitious marketing plan in order to realise the objectives of our promotion strategy and develop digital innovation in marketing to ensure success in attracting new audiences and expanding viewing.

This is an important role and very visible both inside and outside the organisation. You will be required to build strong relationships within the sector with production companies and other stakeholders. Within S4C, you will work closely with individuals across the organisation rooting our Code of Culture in all aspects of work and behaviour and promoting fairness and inclusion in the workplace.

## **As Head of Marketing, you'll offer:**

### **Strategic Leadership**

- Develop an ambitious annual marketing plan that supports S4C's Communications and Marketing Sub-Strategy in order to attract an audience and include S4C across our platforms and increase awareness of S4C's service and brand.
- Prioritise our efforts and our resource to ensure that we achieve S4C's strategic objectives.
- Leading with a digital mindset that encourages innovation and pushing boundaries, seeking new solutions in a rapidly evolving broadcast and consumer landscape.
- Work closely with various leaders across S4C to ensure that our campaigns are integrated and that we target the right audience with the right messages and the most efficient marketing methods in order to expand our viewing.
- Setting the tone and voice of the service's messages and portraying S4C's values.

### **Understanding and Developing Audiences**

- Develop multi-platform audience strategies and tactics based on deep insights and understanding of trends and behaviours to change perceptions and broaden our reach.
- Using data to inform decision-making about engagement approaches to ensure continuous improvement.
- Influence operational systems to ensure that teams within the department work together effectively.

### **Embedding a digital mindset**

- Leading and operating within a digital landscape mindset, transforming S4C's marketing activities to support our new strategy – More Than a TV Channel - with an emphasis on digital approaches first to reach the widest range of audiences.
- Challenge and enhance internal processes exploring the use of digital tools and systems to improve and facilitate workflows.

### **Resource Management**

- Manage relationships with external resource providers, scrutinising campaign performance and ensuring value for money.
- Accountable for the marketing team's annual budget ensuring that the annual plan is delivered on time, efficiently, within budget and delivering value for money.
- Reviewing and developing the department's workflows to ensure efficiency in order to realise S4C's strategy.
- Developing staff to ensure that S4C has the right skills within the marketing and creative teams to deliver effective promotional campaigns in a competitive market.
- Ensure harmonious and effective collaboration between departmental teams and across the company influencing operational systems and processes.
- Be an internal and external point of contact on any aspect of our marketing efforts, with an overview of our promotional campaigns and objectives.

## **As a manager you will:**

- Ensure that delivery of our strategy is central to the team's work.
- Mentoring staff to develop their skills by providing constant support and feedback.
- Lead, manage and motivate your team, providing direction, clear objectives and constructive and meaningful feedback in regular 1-1 meetings.

# S4C /

- Supporting your teams' staff members by developing, engaging and empowering staff.
- Communicate effectively and work closely with colleagues and others to ensure that we realise our strategic objectives and execute effectively.
- Reviewing, monitoring and checking the quality of the work ensuring clear targets and guidance ensuring 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.
- Lead and manage service change and continuous improvement.
- Ensure the wellbeing of the staff under your supervision, taking bespoke advice from your line manager or People and Culture team as required.
- Ensure a positive culture and create an environment that supports high performance innovation, collaboration, well-being, development, engagement and empowerment of staff.
- Ensure that staff under your supervision work in accordance with S4C's policies and procedures including Health and Safety Policies, Data Protection, Finance, Risk Management, Equal Opportunities & Inclusion, and employment issues at all times.
- Live and promote S4C's values.
- You are expected to undertake any work or other reasonable responsibilities that arise from time to time and delegate on behalf of your Line Manager in their absence or as required in the areas related to your work.

## **You will also:**

- Be aware of S4C's new strategy – More than a TV Channel 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 on.
- Contribute in a positive way towards our culture and achieving 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 work environment that treats everyone with respect.

## **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 – Carmarthen, Caernarfon or Cardiff.
- 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 creative and media sector including attendance at events and programme previews, panel discussions and internal updates.
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- 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, contact Penodi, who is working with us on this job.

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

Feature	Essential	Desirable
<b>Welsh</b>	Strong Welsh language skills- verbal and written.	
<b>Qualifications</b>	CIM or similar qualifications	
<b>Experience</b>	<p>Extensive experience of operating at a senior level within a digital marketing and marketing experience aimed at increasing audience awareness using technologies and innovative platforms.</p> <p>Experience of leading/managing digital content development, multi-platform, consumer campaigns using a variety of methods and platforms to engage with audiences.</p> <p>Experience of leading successful strategic and creative projects at a senior level.</p> <p>Experience of leading a team and working together during periods of transformation within an organisation.</p> <p>Strong experience of leading successful teams, that collaborate effectively with internal and external stakeholders.</p> <p>Experience of developing effective and innovative brand and marketing strategies.</p> <p>Experience of developing and implementing digital marketing campaigns and plans with a strong focus on the audience's journey- from Brand awareness to the audience.</p>	
<b>Skills and Knowledge</b>	Experience of working via and with external agencies, strong relationship management skills, creating a network to support strategic aims.	

	<p>Experience of managing and developing a team effectively.</p> <p>Specialist knowledge of different digital marketing channels and best practice.</p> <p>Performance marketing background with excellent knowledge of the latest trends, tactics, and technologies.</p> <p>A first-class influencer with strong collaboration skills and the ability to bring different teams together to work together to execute one plan.</p> <p>Analytical thinker with excellent commercial skills, foresight, planning and department budget management skills.</p> <p>Ability to move from thinking strategically to practical operations seamlessly.</p> <p>A strong focus on identifying, developing, and tracking audiences.</p> <p>Creating unified strategies across the organisation to achieve the best experience.</p> <p>The ability to communicate and to work effectively in Welsh and English.</p> <p>Passion for broadcasting or knowledge of the Broadcasting/Creative Sector.</p> <p>A brand advocate that recognises the importance of delivering the S4C brand across everything we do.</p> <p>Understanding and commitment to the delivery of S4C's Strategy.</p>	
<p><b>Personal Characteristics</b></p>	<p>An inspirational and creative leader who possesses great communication skills.</p> <p>A problem solver.</p> <p>Understanding and commitment to S4C's Diversity and inclusion strategy and policy.</p> <p>A high level of personal integrity, expressed through behaviour.</p>	

	Display values and behaviours that are in line with S4C's values. Willingness to work flexibly.	
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## Other details

**Location:** Carmarthen / Cardiff / Caernarfon (minimum 3 days at an office)

**Salary:** £63,457.00 per annum

**Contract:** Permanent

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

**Probation Period:** 3 months

**Working Hours:** 35.75 hours per week.

**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:** Travel between offices, on visits and to events will be part of the job, usually within the United Kingdom.

## Applications

Closing Date: **12:00 26 May 2026**. Please contact Penodi directly to apply for this position, by following this [link](#).

**Interview Date:** Date to be confirmed, June 2026.

**CV's will not be accepted.**

Applications may be submitted in Welsh. 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.

### **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.