

Creative Lead

Welsh language skills are essential for this role

Why join S4C?

S4C is looking for an inspirational Creative Lead to lead on S4C's identity, visual promotion and brand in a digital, multi-platform landscape. The role requires a deep understanding and passion for the importance of a strong, unique brand and story that captures attention and attracts new audiences.

You will be responsible for leading a team of creative individuals with diverse expertise including design, editing, scripting and production of promotional assets for S4C and its range of content campaigns – inspired and led by S4C's promotional strategy.

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.

This is an exciting period to join S4C and the creative team at a crucial time in the service's history as we implement our new strategy, **S4C - More than a TV Channel**. You will be expected to contribute to the success of this strategy by implementing a new brand strategy that harmonises our visual identity in order to help grow audiences, raise the profile and improve the perception of S4C in a highly competitive climate.

We are looking for an individual who is passionate about S4C content and has an innovative digital vision to engage and impress new audiences. An individual who is enthusiastic about leading and attracting new audiences to all of the channel's platforms through all of our promotional assets.

What will you do?

The Creative Lead will support the Head of Marketing whilst leading a team of creative individuals on a day-to-day basis. You will be responsible for developing and maintaining S4C's brand, identity and visual promotion, playing a central role in implementing the marketing sub-strategy in order to reach as wide an audience as possible. Working closely with Marketing, Digital and Communications teams the Lead will be expected to contribute strategically and operationally to the success of our integrated campaigns, measuring performance across various channels. Together with the Director of Communications and Marketing and Head of Marketing, you will set a clear direction for S4C's visual brand in order to respond to the digital opportunities and challenges facing the broadcasting sector.

With a deep understanding of digital promotional platforms and evolving audience and buyer trends, you will be expected to lead on creative promotional innovation across the organisation in order to take advantage of opportunities to market S4C and all its content. You will collaborate with the Research Team to ensure that any promotional plans and efforts are targeted and based on the latest insights in terms of audience trends and behaviours, testing them where possible.

You will have strong creative skills with operational experience of producing a range of campaigns and assets, as well as a strategic overview to be able to set objectives, drive results and ensure success. Highly adept at how to develop and protect a brand story and create eye-catching visual campaigns, you will operate with a passion and understanding

of media and digital innovation. You will be an experienced manager who can inspire, bringing people together to realise a vision, with a strong background of leading on the creation of creative assets and the ability to develop integrated plans that increase engagement.

This role lies within the Marketing, Communications and Research Department but is critical in terms of the close collaboration on integrated campaigns with the Digital and Social Media Team.

You will:

- Develop and realise S4C's brand vision and act on creative plans that ensures bold and innovative content.
- Contribute strategically and operationally to the success of our integrated campaigns, measuring performance across various channels.
- Lead a team of experienced creative individuals on a day-to-day basis.
- Advise and lead on the production of a range of promotional assets - including advertisements and video clips, audio assets, images and stills, graphics and brand identity elements, digital and interactive elements - ensuring quality and consistency of production across all visual promotional output and compliance with the S4C brand.
- Produce and/or direct to ensure consistency and compliance.
- Oversee production and post-production procedures and processes including asset clearing and ensuring clear metadata is consistent across all assets.
- Ensure effective workflows that support innovation and new ways of working, encouraging creative collaboration.
- Increase the awareness and understanding of the changing needs of an audience in the digital world and the new publishing platforms that host S4C's content.
- Ensure efficient collaboration across teams and departments to ensure that we meet our corporate objectives and achieve creative excellence.
- Implement, live by and promote S4C's values, working in a positive and collaborative way and ensuring a positive, active, and inclusive working environment that treats everyone with respect.

The type of person we are looking for:

- An individual who can imagine and explain bold and innovative ideas that inspires teams and shapes long-term direction.
- An individual who encourages open dialogue along with a variety of perspectives.
- An individual who is good at fostering creativity and solving problems in a collaborative way.
- An individual who is innovative and willing to experiment with novel approaches to achieve objectives in an ever-changing landscape.

As a Manager you will:

- Ensure that delivering our strategy is central to the team's work.
- Mentor 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.
- Support the staff members of your teams by developing, engaging and empowering staff.
- Communicate effectively and work closely with your colleagues and others to ensure we realise our strategic objectives by operating effectively.

- Review and monitor the work and check its quality, ensuring clear targets and guidance, ensuring bespoke support to ensure quality and performance development.
- Create 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 welfare of staff under your supervision, taking bespoke advice from your line manager or the People and Culture Department 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 the staff under your supervision always work in accordance with S4C's policies and procedures including Health and Safety Policies, Data Protection, Finance, Risk Management, Equal Opportunities & Inclusion, and employment matters.
- Live and promote S4C's values.
- You are expected to undertake any other reasonable work or responsibilities that arise from time to time and deputise 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 strategy and ensure that you take personal responsibility to adhere to all our policies and procedures as required, which includes working within health and safety guidelines, diversity and inclusion, data protection, financial guidelines and so on.
- Contribute in a positive way towards S4C's culture and deliver on its strategy.
- 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 excellent 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 organisation that values people.
- Work 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 access to qualifications, in-house training, and continuing professional development programmes.
- 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 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.

Person Specification

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 accordance with our core values. Give clear examples that show why you are suitable for the job.

Feature	Essential	Desirable
Welsh	<p>Strong verbal and written Welsh language skills</p> <p>The ability to communicate and to work effectively in Welsh.</p>	
Qualifications	Degree or equivalent experience.	Design/Graphics/Marketing Qualification.
Experience	<p>Extensive experience of working in a creative/brand environment aimed at increasing audience awareness using innovative technologies and platforms.</p> <p>Experience of developing brand strategies and guidelines for organisations or agencies.</p> <p>Good understanding of practical production needs.</p> <p>Strong digital skills with experience of devising original multimedia promotional campaigns.</p> <p>Experience of generating progressive ideas and concepts.</p> <p>Ability to write good copy and to direct creative processes.</p> <p>Ability to create multimedia campaigns for different platforms.</p> <p>Experience of developing digital and multi-platform content, managing consumer campaigns and use of deep social media.</p> <p>Experience of working with and through external agencies, managing deep relationships and creating a network to support strategy.</p> <p>Experience of managing and leading a team, coordinating effective</p>	Good awareness of the Broadcasting/Creative Sector.

	workflows, managing change and ensuring flexible procedures.	
Skills and Knowledge	<p>Expert knowledge of different promotional methods and best practice.</p> <p>A creative background with an excellent knowledge of new production trends and design technologies.</p> <p>A deep understanding of the digital landscape to engage audiences for effective and efficient promotion across stakeholder and audience platforms.</p> <p>The ability to move seamlessly from strategic thinking to practical execution.</p> <p>The ability to communicate and to work effectively in Welsh.</p>	
Personal Characteristics	<p>A high level of personal integrity, expressed through conduct.</p> <p>Self-awareness and an understanding of the need to be a role model for others.</p> <p>Demonstrate Values and Behaviours that are in accordance with S4C's values.</p> <p>Willingness to work flexibly.</p> <p>Strong interpersonal skills both verbally and in writing.</p> <p>Resilience and flexibility.</p> <p>Understanding of audience needs in a digital landscape.</p> <p>Good organisational and planning skills.</p>	

Other details

Location:

S4C Office, Central Square, Cardiff (at least 3 days in the office). You will be expected to work from the office continuously for the first fortnight for training. You will be expected to attend/work from our other offices as required.

Salary:	£55,000.00 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:	6 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

Applications should be sent by 9am on 13 April 2026 to Pobl@s4c.cymru or People and Culture Department, Canolfan S4C, Yr Egin, Carmarthen, SA31 3EQ.

Interview Date: 28 April 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.