



## **Digital Content Commissioner**

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:

At your Best, Proud of S4C, Celebrate Everyone, Go for it.

This is an exciting time to join our team as we roll out our new multi-platform content strategy. We are looking for a dynamic, creative and enthusiastic individual who lives our core values to develop our digital content.

### **Job Overview**

This is a unique opportunity for an experienced and capable individual to lead, define and develop S4C's digital and multi-platform content strategy. The Digital Content Commissioner will work closely with the other Content Commissioners, the Head of Streaming and Digital, the Head of Planning and Content Management, as well as other teams at S4C including the technical team, the business affairs and finance team and the legal team.

As S4C develops our digital content we are looking for an experienced and creative leader who can develop S4C's presence across digital platforms. Responding to the changes in viewing practices and producing digital content on various platforms will require a deep understanding of the field, as well as experience of content production. We will be increasing our investment in content that has been commissioned and created specifically for digital platforms, and this role will be responsible for shaping a vision for attracting new audiences to S4C's content on YouTube.

The Digital Content Commissioner will ensure high editorial standards and creative excellence, as well as alignment with S4C's strategic priorities.

### **What will you do?**

#### **As part of the Commissioning Team, you will:**

- Work to deliver S4C's 2030 strategy.
- Act as a liaison in the commissioning process to ensure that content is conveyed on time and within budget in line with legal, editorial and compliance requirements.
- Build and manage relationships with suppliers, including broadcasters, production companies, key content partners, technology companies and digital content developers as appropriate.
- Collaborate with suppliers and independent companies to discuss ideas, funding opportunities and talent utilisation.
- Ensure that Wales is reflected in all its diversity.
- Identify opportunities and lead on plans to develop talent.
- Encourage an ambitious and bold culture that is willing to take risks.
- Represent S4C in public forums, conferences, juries etc.

## **As a Digital Content Commissioner, you will:**

- Be a member of the Commissioning Team and report to the Chief Content Officer working across genres with other members of the commissioning team.
- Commission content specifically for digital platforms setting a creative digital direction across S4C departments, understanding how to collect and analyse digital data recognising users' viewing and sharing patterns.
- Be experienced in leading and advising on compliance issues.
- Be familiar with S4C's content on the platforms and able to identify and take advantage of the opportunities that arise.
- Be a natural and inspirational leader with a thorough knowledge of the media production sector in Wales.
- Be experienced in dealing with large budgets and how to achieve value for money in the digital world.
- Lead and help to develop and increase digital content on all digital platforms, but specifically on YouTube.
- Support companies to develop digital content, acting as editorial lead on ideas and productions, offering regular, detailed and constructive feedback.
- Collaborate with the commissioners to develop original cross-genre content for all digital platforms.
- Work with the Strategic Purpose Team to ensure that diversity and inclusivity are taken into account in everything we do.
- Provide editorial input on how content is delivered on platforms and discuss platform optimisation decisions with the Head of Streaming and Digital and the Head of Planning and Content Management.
- Ensure that digital content aligns with the wider content strategy with a particular aim of attracting younger viewers and other groups that are prioritised from time to time.
- Discuss key trends in digital broadcasting and publishing in terms of new topics and production styles and will collaborate with other commissioners on this.
- Lead on offering feedback and analysing data from multiple sources about digital viewing habits.
- Promote creativity and foster innovation across digital content.

## **You will succeed in this role if:**

- You have experience producing and editing content with a deep understanding of social media practices.
- You have strong leadership skills with the ability to influence others in a positive way.
- You can develop and maintain positive and productive relationships with external individuals, organisations and companies.
- You are passionate about creating an inclusive, active and healthy work culture.

# S4C /

- You can work independently with the freedom to make decisions but also enjoy working with a wider team to share ideas.
- You can prioritise effectively and deal with conflicting deadlines.
- You are a strong communicator in Welsh and English (spoken and written – language refreshment support available).

## **As Commissioner you will:**

Live and promote S4C's values:

### **1. Be Your Best**

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

### **2. Proud of S4C**

Believe in S4C's mission, to be proud of the platform we provide for the Welsh language and culture and to promote the channel and the work we do.

### **3. Celebrating All**

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.

- 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.
- Create an environment that supports high performance, innovation, collaboration, well-being, development, engagement and empowerment of staff.
- Represent S4C at external meetings or events as necessary and act as an 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:**

- Ensure that the work contributes towards the delivery 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.
- Contribute in a positive way towards culture and achieving S4C's 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 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 significant contribution to Wales' creative culture in an innovative field.
- 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 in-house training, and professional development programs.
- Access to unique opportunities in the media sector including attendance at events, 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 the Chief Content Officer Llion.Iwan@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
<b>Experience</b>	<p>Strong editorial and creative experience with understanding of social media practices.</p> <p>An excellent track record of delivering multi-genre digital content at Senior Producer or Producer level.</p> <p>Hands-on experience of delivering digital content, through all stages of production</p> <p>A solid understanding of different digital platforms and their strengths and weaknesses.</p> <p>A solid understanding of OFCOM's regulatory guidance and compliance issues.</p> <p>Awareness of S4C's Content and Digital Strategy and vision for the future.</p> <p>Experience of promoting and encouraging diversity on screen and in the production teams.</p>	<p>Understanding of the digital content market in the UK and internationally.</p> <p>Ability to identify creative and commercial opportunities</p> <p>Experience in managing significant budgets.</p> <p>Relevant contacts in the broadcasting industry.</p>

	<p>Experience of content innovation and have the ability to plan and execute plans to test content in new markets and platforms.</p> <p>Strong experience of being at the forefront of promoting diversity on productions.</p>	
<b>Skills &amp; Knowledge</b>	<p>The ability and desire to respond quickly and reliably to ideas and queries.</p> <p>An organised individual who can cope with various demands from multiple directions.</p> <p>An in-depth knowledge of Wales and its diverse communities and the ability to create content that fits together geographically and in narrative and tone.</p> <p>Excellent written and verbal communication skills in both Welsh and English.</p> <p>The ability to push and to realise creative ideas about content.</p> <p>Be able to work independently.</p> <p>Act as part of a team and offer guidance.</p> <p>A vision for identifying and developing new talent.</p> <p>An understanding of digital communication and the ability to recognise and understand the nature and aspirations of the audience for digital and multi-platform content services.</p> <p>Sound editorial judgement and the skills to provide clear and expert feedback during the production process.</p> <p>Good planning skills with the ability to make effective and timely decisions.</p> <p>Strong interpersonal skills.</p> <p>Excellent attention to detail and accuracy.</p>	
<b>Personal Characteristics</b>	<p>The ability to work in a flexible and positive manner.</p> <p>A problem solver.</p>	

	<p>Be able to show empathy.</p> <p>Understanding and commitment to S4C's Diversity and inclusion strategy and policy.</p> <p>Show Values and Behaviours that are in line with S4C's values.</p> <p>Willingness to work flexibly.</p> <p>Self-motivated, with the desire and ability to adapt and learn new skills quickly.</p>	
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## Other details

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

**Salary:** A competitive salary that is dependent on skills and experience. The salary will be not less than £70,000 per annum. Please feel free to contact the People and Culture team on [pobl@s4c.cymru](mailto:pobl@s4c.cymru) for further details about the terms and conditions of the post

**Agreement:** 4 years in the first place

**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 holiday, you will be entitled to 26 days of holiday. If you are employed part-time you will receive a pro rata portion of the leave.

**Pension:** Salaried staff are entitled to join a Group Personal Pension Scheme subject to the terms of any existing scheme as 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:** Travel between offices, on visits and to events will be part of the job, usually within the UK and occasionally, internationally.

## Applications

Applications should be sent by **9.00 on Monday 27 July 2026** to [pobl@s4c.cymru](mailto:pobl@s4c.cymru).

CV's will not be accepted.

***It is currently our intention to shortlist soon after the deadline, with interviews scheduled for mid-August depending on the availability of applicants. We kindly ask that you note any dates that you are not available during the month of August. However, we are focused on finding the right person for the role and the timetable may need to be adjusted if necessary.***

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

## **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. Non-original or AI-generated applications may be rejected.

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

## **Equal Opportunity and Diversity**

S4C does not allow discrimination on the basis 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 discrimination and is committed to working with diversity in a way positive.

S4C welcomes and encourages applications from under-represented groups, including black and minority ethnic groups and people with disabilities. The principles of fair and open competition will apply and will be determined on the basis of merit.