



Cwm Arian Renewable Energy Communications Coordinator

Cwm Arian Renewable Energy (CARE) is a community benefit society based in Crymych, Pembrokeshire. Our vision is to see 'thriving communities, connected to nature and each other, enjoying environments rich in life'.

We began as a group of volunteers sharing a common interest in protecting the natural environment, supporting the local rural economy to prevent or relieve poverty, and investing the benefits from our activities locally.

Since 2017, we have been meeting our aims by providing advice, guidance, education and skills, and sharing opportunities with individuals and community groups in Pembrokeshire. Our work has been recognised by a [St David's Award](#) nomination as finalists and winning a Pride in Pembrokeshire award. In 2019, CARE erected a 700kW wind turbine. Income from the sale of renewable energy, combined with grant funding, is currently providing CARE with a substantial turnover that allows us to deliver a wide variety of projects which benefit communities in Pembrokeshire and the neighbouring counties of Carmarthenshire and Ceredigion.

We are a team of friendly, hard-working, part-time workers who aim to collaborate and support each other to achieve the best for our local community and the natural world. We work on a flat pay structure and in a non-hierarchical management structure in which we share accountability for the organisation's impact.

As a growing organisation, we are now seeking a Communications Coordinator to join the team.

Job Description

The Communications Coordinator is responsible for coordinating and implementing the communications and brand of Cwm Arian Renewable Energy, engaging and listening to a diverse and growing audience across the area. The role leads on getting the word out on what we do and why we do it, builds our audiences and their engagement with us and presents CARE in a positive and professional light.

Responsibilities and accountabilities

Strategic and brand

- Develop and lead implementation of a communications and brand strategy for Cwm Arian that aligns with and delivers on the organisation's overall strategy, guided by input from the wider team.
- Oversee processes for maintaining consistency across external communications and for CARE to communicate the diversity of its work to its priority audiences
- Stay up to date with latest comms trends and channels, making use of them as appropriate
- Increasing engagement with CARE, including against agreed metrics in the comms strategy
- Developing and maintaining systems for managing outward-facing communications across CARE's projects to ensure consistency, efficiency and maximum positive impact
- Ensure CARE's communications align with its Welsh-first and bilingual policy with consistency and respect and that its communications are appropriate and sensitive to the various cultures and communities in which it operates.

Operational

- Prioritising across the wide responsibilities of the role, to ensure a balance between urgent and important work is maintained
- Identify and act on appropriate opportunities for promoting CARE and its work

- Maintain and improve the website, keeping information updated and fresh
- Ensure consistent, up-to-date, relevant and engaging social media presence, with growing engagement and followers
- Building media presence through traditional media channels, through press and broadcast media work
- Putting together and distributing a regular newsletter and building engagement with it
- Supporting CARE staff to write/design/create content - images, video, articles, press releases, adverts, flyers etc - and managing effective distribution
- Attending public events to promote CARE and engage with our supporters, mindful of the importance of face-to-face, community communication
- Working with staff to gather quality photos and footage and using this for promotional work
- Supporting design and delivery of consultation activities relating to communications and marketing
- Maintaining a record of relevant contacts/publications/locations/events for publicising CARE

Shared accountabilities

- Attending/reporting to CARE staff meetings and other key organisational meetings
- Actively support the organisation's projects and needs beyond your specific role on occasions, through participating in events, joining working groups and participating in organisation-wide processes.
- Unless fluent, all members of the team must have a willingness to undertake activities to improve welsh language skills whilst employed by Cwm Arian. Welsh language learning and support is provided by Cwm Arian.

Job terms

- **Hours:** 3 days per week (22.5 hours, 0.6FTE). We are open to job share applications.
- **Salary** = £30,396 pro rata. (£15.60/hour) plus statutory pension contributions if eligible/opted-in. Please note, CARE operates a flat pay structure.
- **Contract term** = Start date of early December, or as close to this as possible, on a permanent contract.
- **Holiday** = 5.8 weeks/year pro rata
- **Expenses** = For mileage, stationary etc. Use of leased company vehicle available
- **Hardware/software** = Ideally you'll use your own portable IT equipment/mobile phone, although CARE can supply shared equipment and will support with software needs. Phone app and email address will be provided.
- **Working location** = Willingness and ability to work from rented offices in Crymych at least some of the week, to ensure regular in-person contact with the CARE staff team. You must also be able to work remotely and there is a some requirement to travel to support delivery of the project.

Person specification

Essential

- Competency with spoken and written Welsh
- Good written and spoken English
- Experience using social media to communicate ideas, ideally for an organisation or project
- Experience in and ability to communicate complex ideas in a simple way
- Experience managing or developing a website

- Excellent team working skills
- Ability to collaborate across multiple projects and with multiple people at once
- Ability to manage own workload and take initiative

Desirable

- Experience managing communications for an organisation
- Ability to design (or coordinate the design of) communications outputs such as leaflets, digital imagery or reels
- Experience communicating projects and ideas to traditional media
- Familiarity with web-editing software such as Wix
- Experience developing a comms strategy
- Experience developing and managing a brand

How to apply

- Complete the application form here and send it to admin@cwmarian.org.uk by **16th November 2025**.
- We will inform all applicants of the outcome of their application by **24th November 2025**.
- Interviews for shortlisted applicants will be held on **1st December**.