



JOB DESCRIPTION

Post: Cwmbran Futures Engagement & Communications Officer

Responsible to: TVA for *employment, supervision and line management*

Accountable to: Cwmbran Neighbourhood Board
(for delivery of agreed programme outcomes)

Works closely with: Cwmbran Futures Programme Lead Officer and Cwmbran Futures Project Officer

Salary: starting salary of £33,366 per annum

Hours: 37 Hours Per Week

Based: TVA Office, Community Locations and Outreach Across Cwmbran

Contract: Fixed Term until 31st March 2030

Purpose of the Post

The Cwmbran Futures Engagement & Communications Officer will lead the development and delivery of engagement and communications activity on behalf of the Cwmbran Futures Programme.

Working under the programme leadership and coordination of the Cwmbran Futures Programme Lead Officer, the postholder will work closely with residents, community groups, businesses, public, voluntary and private sector partners and other stakeholders to ensure local voices help shape the future development of Cwmbran. They will coordinate engagement activities, manage communications channels, promote opportunities for involvement and ensure community feedback informs decision-making and programme delivery.

Employed and line managed by Torfaen Voluntary Alliance (TVA), the postholder will work as part of the Cwmbran Futures programme team, working closely with the Cwmbran Neighbourhood Board, the accountable body, delivery partners and other stakeholders to support delivery of the Board's long-term vision and agreed programme priorities.

The postholder will provide a visible and accessible point of contact between the Cwmbran Neighbourhood Board, partner organisations and local communities, helping to build trust, strengthen participation and ensure engagement and communications activity supports the long-term vision and priorities for Cwmbran.

Key Responsibilities

1. Community Engagement
 - Lead the development, implementation and review of the Cwmbran Futures Engagement Strategy.

- Develop and maintain an annual or agreed programme of community engagement activity aligned to the Cwmbran Futures Engagement Strategy, vision and priorities.
- Build relationships with residents, community organisations, businesses and local stakeholders.
- Develop innovative approaches to engagement that increase participation and ensure the views of residents influence the priorities and delivery of Cwmbran Futures.
- Coordinate and deliver consultations, workshops, focus groups, community conversations and engagement events.
- Ensure engagement activities are inclusive and accessible, particularly for underrepresented and seldom-heard groups.
- Support residents and community groups to become actively involved in shaping local priorities and projects.
- Gather and analyse community feedback and present findings to partners and stakeholders.

2. Communications & Marketing

- Lead the development and delivery of the Cwmbran Futures Communications Plan.
- Ensure all communications activity aligns with the Cwmbran Futures vision, objectives and brand identity.
- Ensure consistent branding and messaging across all Cwmbran Futures communications.
- Manage social media channels, website content and digital engagement platforms.
- Produce newsletters, promotional materials, case studies, reports and impact stories.
- Coordinate media activity including press releases and positive news stories.
- Develop engaging content including photography, video and digital resources.
- Promote the achievements, opportunities and positive impact of Cwmbran Futures across communities and partner networks.

3. Partnership & Stakeholder Relations

- Act as an ambassador for Cwmbran Futures, maintaining a visible presence within communities and supporting ongoing dialogue between residents, partners and stakeholders.
- Act as a key point of contact for community engagement activity within the programme.
- Attend and support partnership meetings, community forums and stakeholder groups.
- Build and maintain positive relationships with partner organisations across the public, voluntary and private sectors.
- Promote collaborative approaches that encourage community participation and co-production.

- Support partners to maximise opportunities for engagement and communications activity.
- Work closely with the Cwmbran Futures Programme Lead Officer to ensure community insight informs programme priorities and delivery, and support the Cwmbran Neighbourhood Board and associated working groups through the provision of engagement insights, community intelligence and communications support.
- Provide quarterly progress and performance reports to the Cwmbran Neighbourhood Board, highlighting engagement activity, communications performance, emerging issues and opportunities.

4. Monitoring, Evaluation & Learning

- Maintain accurate records of engagement activities and participation levels.
- Monitor communications performance and engagement metrics.
- Produce reports and updates for the Cwmbran Neighbourhood Board, UK Government, the accountable body, partners and other relevant programme governance structures.
- Contribute to programme evaluation and learning activities.
- Identify examples of impact and community benefit arising from the programme.

5. Team Collaboration & Organisational Support

- Work closely with the Cwmbran Futures Programme Lead Officer, Project Officer and wider TVA colleagues to ensure joined-up delivery across the Cwmbran Futures Programme and wider organisational priorities.
- Support wider TVA engagement, communications and community development activity where appropriate.
- Contribute to organisational learning, innovation and best practice.
- Carry out any other duties commensurate with the responsibilities of the post, supporting the successful delivery of the Cwmbran Futures Programme and the wider objectives of Torfaen Voluntary Alliance.

Hours of Work:	Thirty-seven hours per week. The post holder may be required to work some evenings and weekends. Flexibility and time off in lieu will be provided.
Probation:	There will be a three-month probationary period.
Holidays:	Annual leave entitlement as per contract of employment.
Pension:	Torfaen Voluntary Alliance operates a contributory pension scheme.
Training:	Training opportunities will be identified through supervision and appraisal.

PERSON SPECIFICATION

Job Title: Cwmbran Futures Engagement & Communications Officer

Please ensure you relate your experience to the person specification and Job Description within your application

Education / Qualifications / Knowledge

Requirement	Essential	Desirable
Educated to degree level or equivalent qualification relevant to the post (e.g. Communications, Marketing, Community Development, Public Relations) or significant equivalent experience.		✓
Understanding of community engagement principles and participatory approaches	✓	
Knowledge of public, voluntary and community sector partnership working	✓	
Understanding of the social, economic and community issues affecting Cwmbran and Torfaen	✓	

Experience

Requirement	Essential	Desirable
Experience of planning and delivering community engagement activities	✓	
Experience of developing and delivering communications plans and/or engagement strategies	✓	
Experience of developing communications campaigns and content	✓	
Experience of social media management and digital communications	✓	
Experience of building and maintaining effective partnerships	✓	
Experience of organising events, workshops and consultations	✓	
Experience of monitoring, evaluation and reporting	✓	
Experience of working within community development, regeneration or place-based programmes		✓
Experience of working within the voluntary sector		✓

Skills and Abilities

Requirement	Essential	Desirable
Excellent written and verbal communication skills	✓	
Strong presentation and facilitation skills	✓	
Ability to engage confidently with a wide range of stakeholders	✓	
Ability to develop and implement engagement and communications plans	✓	
Ability to produce high-quality reports, case studies and promotional materials	✓	
Strong organisational and project management skills	✓	

Ability to analyse feedback and present findings clearly	✓	
Ability to work independently and as part of a team	✓	
Competent in Microsoft Office and digital communication tools	✓	
Graphic design, video editing or content creation skills		✓

Personal Attributes

Requirement	Essential	Desirable
Passionate about community development and participation	✓	
Creative and innovative approach to engagement	✓	
Proactive and self-motivated	✓	
Strong interpersonal skills	✓	
Commitment to equality, diversity and inclusion	✓	
Commitment to continuous professional development	✓	

Other Requirements

Requirement	Essential	Desirable
Ability to work flexibly, including occasional evenings and weekends	✓	
Ability to communicate in Welsh, or willingness to learn		✓
Ability to travel throughout Cwmbran, Torfaen and surrounding areas as required by the role	✓	