DISGRIFIAD SWYDD

TEITL SWYDD	Cydlynydd Marchnata
CYFRIFOL I	Pennaeth Busnes
LLEOLIAD	Caernarfon
ORIAU	37 awr
CYFLOG	B3.5 (£27,436.24 - £30,360.72)
CYTUNDEB	Parhaol

PRIF BWRPAS Y SWYDD

Mae GISDA yn elusen sydd yn cefnogi a rhoi cyfleoedd i bobl ifanc bregus a digartref Gwynedd ers dros 35 o flynyddoedd. Rydym yn chwilio am berson brwdfrydig ac egniol i chwarae rhan allweddol yn hyrwyddo, marchnata, monitro a mesur effaith gwaith, gwasanaethau a brand GISDA i godi ymwybyddiaeth o'r hyn mae GISDA yn ei wneud a chynyddu cefnogaeth

CYFRIFOLDEBAU ALLWEDDOL

Dysgu a deall am brosiectau GISDA

Bydd hi'n hanfodol bod deilydd y swydd yn treulio amser gyda phrosiectau GISDA er mwyn deall y gwaith yn arbennig yr effaith cadarnhaol i fywydau pobl ifanc. O hynny bydd angen creu adroddiadau byr i rannu a hyrwyddo'r gwaith gydag amryw o gynulleidfaoedd gwahanol o gyllidwyr i gefnogwyr yn y cyhoedd a negeseuon i bobl ifanc.

Hyrwyddo a Marchnata

- ⇒ Datblygu a chydlynu ymgyrchoedd marchnata i amrywiol gwasanaethau a phrosiectau GISDA
- ⇒ Cydlynu Strategaeth Cyfathrebu GISDA, dilyn amserlen a sicrhau cysondeb mewn cyfathrebu negesau allweddol
- ⇒ Datblygu cynllun 'Cyfeillion GISDA' a chydlynu newyddlen GISDA
- ⇒ Cyfrannu at elfennau cyfathrebu Strategaeth Codi Arian GISDA yn cynnwys ymgyrchoedd cymunedol a chyfathrebu'n rheolaidd efo cefnogwyr GISDA
- ⇒ Trefnu a chydlynu digwyddiadau hyrwyddo uniongyrchol
- ⇒ Cyfranu at wella 'brand' a delwedd cyhoeddus GISDA
- ⇒ Cyfarfod gyda Prifweithredwr i baratoi datganiadau i'r wasg pan fo'r angen
- ⇒ Datblygu rhwydwaith o gysylltiadau gan gynnwys gweisg amrywiol i anfon gwybodaeth atynt

Cyfryngau Cymdeithasol

- ⇒ Cydlynu a gweithredu cynnwys ac ymgyrchoedd cyfryngau cymdeithasol GISDA gan sicrhau cysondeb efo Strategaeth Cyfathrebu GISDA

- ⇒ Cydlynu calendr golygyddol cyfryngau cymdeithasol a phostio straeon, gwybodaeth a newyddion yn rheolaidd
- ⇒ Monitro cyrrhaeddiad postiau cyfryngau cymdeithasol a darparu adroddiadau rheolaidd

Gwefan

- ⇒ Prif weinyddwr cynnwys gwefan GISDA
- ⇒ Gweithio efo staff i ddatblygu cynnwys cyfredol, perthnasol a chyffrous yn rheolaidd
- ⇒ Monitro ac adrodd yn rheolaidd ar 'analytics' y wefan
- ⇒ Diweddaru'r rhan 'Newyddion' yn rheolaidd

Monitro

- ⇒ Casglu a chydlynu data ar holl wasanaethau a gweithgareddau GISDA a chreu adroddiadau rheolaidd i ddangos effaith gwaith y cwmni
- ⇒ Monitro ac asesu effeithiolrwydd strategaethau cyfathrebu GISDA a datblygu adroddiadau rheolaidd
- ⇒ Trefnu a chydlynu cyfarfodydd mewnol ac allanol yn ol yr angen

Comisiynu a phrynu

- ⇒ Arwain ar gydlynu briffiau penodol i gytundebu gwaith gydag arbenigwyr gwahanol e.e.
  - Briff ail frandio prosiectau GISDA
  - Briff creu adroddiadau gan arbenigwyr allanol
  - Briff dyluniadau penodol
  - Prynu adnoddau marchnata pan fo'r angen e.e. cynnyrch bach, pop ups ayyb

Codi Ymwybyddiaeth

- ⇒ Mynychu ffeiriau a digwyddiadau i hyrwyddo gwaith GISDA
- ⇒ Mynychu cyfarfodydd allanol i gyflwyno gwaith GISDA
- ⇒ Rhannu ein newyddion gyda chyfryngau allanol e.e. teledu, radio, papurau bro ayyb

CYFRIFOLDEBAU CYFFREDINOL

- ⇒ Cyfrannu tuag at hyfforddiant a datblygiad personol eich hun.
- ⇒ Hyrwyddo agwedd gyfeillgar, anfarnol, gwrth-wahaniaethol ym mhob agwedd o'r gwaith tuag at ddefnyddwyr gwasanaeth, cyd-weithwyr, aelodau o'r Bwrdd Rheoli ac aelodau o'r cyhoedd / asiantaethau eraill.
- ⇒ Hyrwyddo gwerthoedd a diwylliant mewnol y Cwmni.
- ⇒ Hyrwyddo nod ac amcanion y Cwmni.
- ⇒ Ymgymryd ag unrhyw dasgau rhesymol yn ôl yr angen.
- ⇒ Ymlynu at holl bolisïau a gweithdrefnau cyfredol y Cwmni.
- ⇒ Cyfrannu at sesiynau arolygaeth.
- ⇒ Cadw holl wybodaeth sy'n berthnasol i'r Cwmni, y staff a defnyddwyr gwasanaeth y Cwmni yn gyfrinachol.

Ni all unrhyw ddisgrifiad swydd gwmpasu pob mater a all godi yn y rôl ar wahanol adegau. Er mwyn cynnal gwasanaeth effeithiol efallai y bydd gofyn i chi ymgymryd ag unrhyw

MANYLDEB PERSON			
MEINI PRAWF	**HANFODOL**	**DYMUNOL**	**DULL ASESU**
Addysg a Chymhwysterau	TGAU Cymraeg a Saesneg	Gradd neu cymhwyster arall mewn maes perthnasol	Ffurflen Gais a Thystysgrifau
Profiad Perthnasol i Swydd	Profiad o weithio'n rhagweithiol ar brosiectau/tasgau	Profiad o lunio newyddlen	Ffurflen Gais a Chyfweliad
		Profiad o weithio mewn maes marchnata	Ffurflen Gais a Chyfweliad
		Profiad o gydlynu ymgyrchoedd marchnata	Ffurflen Gais a Chyfweliad
		Profiad o drefnu/cydlynu digwyddiadau	Ffurflen Gais a Chyfweliad
		Profiad o weithio efo pobl ifanc	Profiad o weinyddu gwefan
Gwybodaeth Perthnasol i Swydd		Gwybodaeth am farchnata	Ffurflen Gais a Chyfweliad
		Gwybodaeth am y maes digartrefedd a phobl ifanc	Ffurflen Gais a Chyfweliad
Sgiliau Perthnasol i Swydd	Y gallu i ddefnyddio rhaglenni cyfrifiadurol a fyddai'n berthnasol i'r swydd e.e. piktochart, canva, publisher, photoshop	Profiad o weinyddu gwefan	Ffurflen Gais a Chyfweliad
	Sgiliau technoleg gwybodaeth gref yn cynnwys gallu cyflwyno taenlenni ac adroddiadau	Profiad o gasglu a monitro data	Ffurflen Gais a Chyfweliad
	Sgiliau cyfathrebu a rhyngbersonol effeithiol		Ffurflen Gais a Chyfweliad
	Sgiliau trefnu ardderchog gyda llygad am fanylder		Ffurflen Gais a Chyfweliad
Arall	Gallu gweithio fel rhan o dim neu yn annibynnol		Ffurflen Gais a Chyfweliad
	Gallu gweithio o dan bwysau a chyrraedd dedlein		Ffurflen Gais a Chyfweliad
	Gallu rheoli a blaenoriaethu llwyth gwaith yn effeithiol		Ffurflen Gais a Chyfweliad
Iaith	Gallu gweithio a chyfathrebu'n effeithiol yn y Gymraeg a Saesneg ar lafar ac yn ysgrifenedig		Ffurflen Gais a Chyfweliad

dasgau rhesymol eraill sy'n weddol gyson â'r rhai yn y ddogfen hon fel y penderfynir gan eich pennaeth adran

JOB DESCRIPTION

JOB TITLE	Marketing Coordinator
REPPORTS TO	Head of Business
LOCATION	Caernarfon
HOURS	37 hours
SALARY	B3.5 (£27,436.24 - £30,360.72)
CONTRACT	Permanent

MAIN PURPOSE OF THE ROLE
GISDA is a charity that has been supporting and providing opportunities for vulnerable and homeless young people in Gwynedd for over 35 years. We are looking for an enthusiastic and energetic person to play a key role in communicating, promoting, marketing, monitoring and measuring the impact of GISDA's work, services and brand to raise awareness of what GISDA does and increase support

KEY RESPONSIBILITIES

Learn and understand about GISDA's projects

Spending time with GISDA projects will be essential for the post holder to understand the work especially the positive impact on young people's lives. From there it will be necessary to create short reports to share and promote the work with a variety of different audiences from funders to supporters in the public and messages to young people.

Promoting and Marketing

- ⇒ Develop and coordinate marketing campaigns for various GISDA services and projects
- ⇒ Coordinate GISDA's Communication Strategy, follow schedule and ensure consistency in key message communication
- ⇒ Develop the 'Friends of GISDA' scheme and co-ordinate the GISDA newsletter
- ⇒ Contribute to the communication elements of GISDA's Fundraising Strategy including community campaigns and regular communication with GISDA supporters
- ⇒ Organize and coordinate direct promotional events
- ⇒ Contribute to improving GISDA's 'brand' and public image
- ⇒ Meet with the Chief Executive to prepare press releases as required
- ⇒ Develop a network of contacts, including various media outlets, to whom information can be sent

Social Media

- ⇒ Co-ordinating and implementing GISDA's social media content and campaigns ensuring consistency with GISDA's Communication Strategy
- ⇒ Coordinate social media editorial calendar and regularly post stories, information and news

⇒ Monitor the reach of social media posts and provide regular reports

Website

⇒ Chief content administrator for the GISDA website

⇒ Work with staff to develop current, relevant and exciting content on a regular basis

⇒ Regularly monitor and report on website analytics

⇒ Regularly update the 'News' section

Monitoring

⇒ Collect and coordinate data on all GISDA services and activities and produce regular reports to demonstrate the impact of the company's work

⇒ Monitor and assess the effectiveness of GISDA's communication strategies and develop regular reports

⇒ Organize and co-ordinate internal and external meetings as required

Commissioning and Purchase

⇒ Lead on coordinating specific briefs to contract work with different experts e.g.
- o GISDA project rebranding brief
- o Report creation brief from external experts
- o Specific designs brief
- o Purchase marketing resources when needed e.g. small products, pop ups etc.

Raising Awareness

⇒ Attend fairs and events to promote GISDA's work

⇒ Attend external meetings to present GISDA's work

⇒ Share our news with external media e.g. television, radio, local papers etc

GENERAL RESPONSIBILITIES

⇒ Contribute to own training and personal development.

⇒ Promote a friendly, non-judgmental, non-discriminatory attitude in all aspects of the work towards service users, colleagues, members of the Management Board and members of the public / other agencies.

⇒ Promote the Company's internal values and culture.

⇒ Promote the Company's aims and objectives.

⇒ Undertake any reasonable tasks as required.

⇒ Adhere to all current Company policies and procedures.

⇒ Contribute to supervision sessions.

⇒ Keep all information relevant to the Company, its staff and the Company's service users confidential.

No job description can cover every issue that may arise in the role at different times. In order to maintain an effective service you may be required to undertake any other reasonable tasks reasonably consistent with those in this document as determined by your head of department

PERSON SPECIFICATION			
BENCHMARKS	**ESSENTIAL**	**DESIRABLE**	**ASSESSED**
Education and Qualifications	TGAU Cymraeg a Saesneg	Degree or other qualification in a relevant field	Application Form and Certificates
Experience Relevant To Job	Experience of working proactively on projects / tasks	Experience of producing a newsletter	Application Form and Interview
		Experience of working in marketing	Application Form and Interview
		Experience of coordinating marketing campaigns	Application Form and Interview
		Experience of organizing/coordinating events	Application Form and Interview
		Experience of working with young people	Application Form and Interview
Knowledge Relevant To Job		Knowledge about marketing	Application Form and Interview
		Knowledge about homeless and young people sector	Application Form and Interview
Skills Relevant To Job	Ability to use computer applications relevant to the job e.g. piktochart, canva, publisher, photoshop	Experience of administrating website	Application Form and Interview
	Strong IT skills including the ability to present spreadsheets and reports	Experience of collecting and monitoring data	Application Form and Interview
	Effective communication and interpersonal skills		Application Form and Interview
	Excellent organizational skills with an eye for detail		Application Form and Interview
Arall	Ability to work as part of a team or independently		Application Form and Interview
	Ability to work under pressure and reach deadlines		Application Form and Interview
	Ability to effectively manage and prioritize workload		Application Form and Interview
Iaith	Ability to work and communicate effectively in both Welsh and English, both orally and in writing		Application Form and Interview