

Swydd Ddisgrifiad: SWYDDOG MARCHNATA A CHYFATHREBU (Cyfnod Mamolaeth)	
Maes Rhaglen / Adran	Marchnata a Chyfathrebu'r Grŵp
Prif Safle	Llandrillo yn Rhos (gan deithio i Gampws Rhyl un waith yr wythnos)
Cyflog	£28,729.56 - £31,176.06 y flwyddyn Cymorth Busnes Graddfa 5 Pwynt 25 -28
Y Math o Gontract	Dros Dro – Cyfnod Mamolaeth 12 mis
Telerau'r Contract	Llawn Amser
Yn atebol i	Rheolwr Marchnata a Chyfarthrebu'r Grŵp
Pwrrpas y Swydd	
Swyddogaeth yr adran Farchnata a Chyfathrebu yw datblygu a gweithredu cynlluniau a strategaethau marchnata er mwyn cynorthwyo'r Grŵp i gyflawni ei amcanion. Mae cyfraniad y Swyddog Marchnata a Chyfathrebu i'r adran yn allweddol a bydd yn cefnogi'r gwaith o recriwtio myfyrwyr drwy hyrwyddo darpariaeth y Grŵp a'r Coleg yn effeithiol. Bydd hefyd yn sicrhau bod holl ddeunydd cyfathrebu'r Grŵp o'r safon uchaf ac yn hyrwyddo'r ystod eang o gyfleoedd a gynigir gan y Grŵp yn ogystal â'i lwyddiannau niferus. Bydd deiliad y swydd yn defnyddio ystod o sgiliau a gwybodaeth i'w alluogi i gyfrannu'n effeithiol i ddarparu gwasanaeth marchnata a chyfathrebu o'r radd flaenaf, yn fewnol ac yn allanol.	
Prif Ddyletswyddau a Chyfrifoldebau	
1. Gweithredu fel cynrychiolydd Marchnata ar gyfer Coleg Llandrillo, canfod a manteisio i'r eithaf ar gyfleoedd mewnol ac allanol a fydd yn helpu i hyrwyddo'r Coleg a'i gampysau, gan gynnwys gweithio gydag amrywiaeth o randdeiliaid. 2. Gweithio gyda chydweithwyr yn y tîm Marchnata a Chyfathrebu, cyfrannu at greu cynnwys cadarnhaol ar gyfer y wasg a chyfryngau cymdeithasol i'w ddefnyddio ar sianeli cyfrifon cymdeithasol y Grŵp, i'w ryddhau i'r wasg leol a'i rhoi ar y wefan 3. Meithrin, cynnal a gwella cydberthnasau â staff y Coleg ar bob lefel a darparu cymorth a chynghor marchnata gweithredol yn ôl y galw 4. Cynllunio, trefnu a chydlynu seremonïau gwobrwyo amrywiol y Coleg a'r Grŵp. Yn achlysurol, bydd gofyn i chi weithio fin nos ac ar benwythnosau 5. Cynorthwyo â threfniadau amrywiaeth o ddigwyddiadau hyrwyddo'r Coleg a'r Grŵp, gan gynnwys digwyddiadau agored, lansiadau a gweithgareddau ymgysylltu. 6. Adolygu taflenni cwrs ar y wefan, gan ailysgrifennu a diweddarau'r cynnwys fel ag y bo angen a sicrhau bod cyfieithiadau'n cael eu llwytho i fyny'n brydlon.	

7. Tynnu lluniau/trefnu bod lluniau'n cael eu tynnu yn ôl y galw er mwyn cefnogi gweithgareddau marchnata, a chasglu clipiau fideo fel ag y bo'n briodol er mwyn ategu at bresenoldeb ar-lein y Grŵp.
8. Cyfrannu at gynlluniau marchnata, brandio a hysbysebu cyfredol, a chynorthwyo â datblygiad mentrau newydd yn unol ag amcanion strategol y sefydliad.
9. Cynrychioli'r adran Farchnata mewn amrywiaeth o gyfarfodydd, gan adrodd gwybodaeth berthnasol yn ôl i Reolwr Marchnata a Chyfathrebu'r Grŵp.
10. Unrhyw ddyletswyddau rhesymol eraill ar gais Rheolwr Tîm Marchnata a Chyfathrebu'r Grŵp.

Manyleb Deiliad y Swydd	Hanfodol	Dymunol	Dull Asesu
Cymwysterau			
Gradd neu gymhwyster cyfwerth	X		Ffurflen Gais / Cyfweliad
Yn meddu ar gymhwyster proffesiynol ym maes marchnata neu gyfathrebu, neu'n gweithio tuag at gymhwyster o'r fath		X	Ffurflen Gais / Cyfweliad
Gwybodaeth a Phrofiad			
Profiad blaenorol ym maes marchnata/cyfathrebu	X		Ffurflen Gais / Cyfweliad
Profiad blaenorol o drefnu digwyddiadau	X		Ffurflen Gais / Cyfweliad
Sgiliau a Phriodweddau			
Sgiliau cyfathrebu llafar ac ysgrifenedig o'r radd flaenaf yn y Saesneg	X		Ffurflen Gais / Cyfweliad
Sgiliau trefnu ardderchog	X		Ffurflen Gais / Cyfweliad
Yn hyderus wrth ddefnyddio TGCh, gan gynnwys y cyfryngau cymdeithasol	X		Ffurflen Gais / Cyfweliad
Sgiliau gweinyddol da	X		Ffurflen Gais / Cyfweliad
Y gallu i weithio mewn tîm ac i feithrin perthynas weithio effeithiol gyda chydweithwyr yn ogystal â chysylltiadau allanol	X		Ffurflen Gais / Cyfweliad
Y gallu i osod a chytuno ar dargedau a therfynau amser, a gweithio'n effeithiol o dan bwysau	X		Ffurflen Gais / Cyfweliad
Y gallu i weithio'n hyblyg yn ôl y galw, yn cynnwys ambell fin nos a phenwythnos	X		Ffurflen Gais / Cyfweliad

Sgiliau cyfathrebu llafar ac ysgrifenedig o'r radd flaenaf yn y Gymraeg		X	Ffurflen Gais / Cyfweliad
Gofynion Ychwanegol			
Y gallu i deithio'n unol â gofynion y swydd	X		Ffurflen Gais / Cyfweliad
Sgiliau Cymraeg			
Ceir manylion llawn am lefelau sgiliau Cymraeg yn: https://www.gllm.ac.uk/cy/jobs			
Dealltwriaeth o'r Gymraeg	Mynediad		Cyfweliad
Yn siarad Cymraeg	Mynediad		Cyfweliad
Llythrennedd Cymraeg	Mynediad		Cyfweliad
Noder os gwelwch yn dda - fe roddir ystyriaeth i ymgeiswyr sy'n nodi eu bod o fewn 1 lefel i fodloni'r gofyniad sgiliau Cymraeg gofynnol ar gyfer y swydd ar yr amod y byddai unrhyw gynnig o gyflogaeth yn cynnwys cytundeb cytundebol i ddatblygu eu Sgiliau Cymraeg.			
Gofynion Gorfodol			
Mae'r Grŵp wedi ymrwymo i ddiogelu ac amddiffyn lechyd a Lles plant, pobl ifanc ac oedolion agored i niwed. Yn unol â Deddf Adsefydlu Troseddwyd 1974, bydd gofyn i unigolion gael gwiriad manwl gan y Gwasanaeth Datgelu a Gwahardd i gadarnhau eu bod yn addas i weithio mewn amgylchedd addysgol. Bydd tystysgrifau GDG trwy wasanaeth diweddarau'r GDG yn cael eu derbyn yn unol â'r canllawiau a geir yn - https://www.gov.uk/dbs-update-service. O dan adran 8 Deddf Mewnfudo a Lloches 1986, mae'n ofyniad cyfreithiol ar unigolion i ddarparu tystiolaeth ddogfennol sy'n cadarnhau bod ganddynt hawl i weithio yn y Deyrnas Unedig.			
Crynodeb o'r Telerau a'r Amodau			
Oriau Gwaith	37 awr yr wythnos		
Wythnos Waith	52 o wythnosau'r flwyddyn		
Gwylliau Blynyddol	• 28 diwrnod y flwyddyn, yn codi i 32 diwrnod ar ôl pum mlynedd lawn o wasanaeth di-dor (01 Medi i 31 Awst). • Yr holl wyliau cyhoeddus arferol, i'w pennu'n flynyddol. • Hyd at 5 diwrnod effeithlonrwydd / diwrnod y trefnwyd i'r safle fod ar gau bob blwyddyn, i'w pennu'n flynyddol. • Bydd gan y rhai ar gontractau Rhan-amser hawl pro rata i'r hyn a nodir uchod. • Bydd gan y rhai ar gontractau Amser Tymor hawl pro rata i'r hyn a nodir uchod a delir fel rhan o'r cyflog blynyddol.		
Pensiwn	Cynllun Pensiwn Llywodraeth Leol (https://www.lgpsmember.org/)		
Teithio	Caiff y trefniadau ar gyfer ad-dalu treuliau i aelodau staff sy'n mynd i gostau ychwanegol wrth wneud gwaith swyddogol i Grŵp Llandrillo Menai eu hegluro yn y Polisi Teithio, Cynhaliath ac Adleoli. Yn dilyn eu penodiad, bydd gofyn i ymgeiswyr llwyddiannus gwblhau Ffurflen Asesu Gyrwyr ar gyfer Sgrinio lechyd (os yw'n berthnasol). I gadarnhau bod ganddynt yswiriant at "Ddibenion Busnes", mae'n rhaid i bob gweithiwr sy'n hawlio treuliau am ddefnyddio eu ceir personol gyflwyno copïau o'u tystysgrifau yswiriant i Adran Gyllid y Grŵp bob blwyddyn.		

Sgrinio Iechyd

Bydd gofyn i ymgeiswyr llwyddiannus gwblhau holiadur iechyd ac efallai y bydd gofyn iddynt gael archwiliad meddygol.

Job description: MARKETING & COMMUNICATIONS OFFICER (Maternity Cover)	
Programme area / Department	Grŵp Marketing & Communications
Main site	Rhos on Sea (with travel to Rhyl campus once per week)
Salary	£28,729.56 - £31,176.06 per annum Business Support Scale 5 Points 25-28
Contract type	Temporary – 12 Month Maternity Cover
Contract terms	Full Time
Reporting to	Grŵp Marketing & Communications Manager
Job purpose	
The role of the Marketing & Communications department is to develop and deliver marketing plans and strategies in order to support the Grŵp in meeting its objectives. The Marketing & Communications Officer has a key part to play within the department, supporting student recruitment through the effective promotion of Grŵp and College provision. They will also ensure that all forms of communication for the Grŵp are of the highest standard and promote the Grŵp's wide range of opportunities and numerous success stories. The post holder will deploy a range of skills and knowledge to enable them to contribute effectively to the delivery of a first-rate marketing and communication service, both externally and internally.	
Main duties and responsibilities	
1. Acting as the Marketing representative for Coleg Llandrillo, seek out and exploit internal and external opportunities which will help to promote the College and its campuses, including working with a range of stakeholders 2. Working with colleagues within the Marketing & Communications team, contribute to the creation of positive press and social media content for use on the Grŵp's social media channels, local news outlets and the website 3. Build, maintain and enhance relationships with College staff at all levels and provide operational marketing support and advice as required 4. Plan, organise and coordinate a range of College and Grŵp awards ceremonies. On occasion, you will be required to work during the evening and at weekends 5. Support the arrangements of a variety of College and Grŵp promotional events, including open events, launches and engagement activities. 6. Review course leaflets on the website, rewriting and updating content when necessary and ensuring that translated versions are uploaded in a timely manner. 7. Take and/or coordinate photographs as required to support marketing activities, and collect video footage as appropriate to enhance the Grŵp's online presence. 8. Contribute to existing marketing, branding and advertising plans, and assist with the development of new initiatives, in line with the organisation's strategic aims.	

9. Represent the Marketing department at a range of meetings, feeding back relevant information to the Grŵp Marketing & Communications Manager

10. Any other reasonable duties as requested by Grŵp Marketing & Communications Manager.

Person specification	Essential	Desirable	Assessment method
Qualifications			
Educated to degree standard or equivalent	X		Application form / Interview
Possession of or working towards a professional qualification in marketing or communications		X	Application form / Interview
Knowledge and experience			
Previous experience in marketing/communications	X		Application form / Interview
Previous experience of organising events	X		Application form / Interview
Skills and attributes			
Excellent oral and written communication skills in English	X		Application form / Interview
Excellent organisational skills	X		Application form / Interview
Confident use of ICT, including social media	X		Application form / Interview
Good administrative skills	X		Application form / Interview
Ability to work as part of a team and to develop effective working relationships with colleagues internally and with external contacts	X		Application form / Interview
Ability to set, agree and work to targets and deadlines and to work effectively under pressure	X		Application form / Interview
Ability to work flexibly when required, including some evenings and weekends	X		Application form / Interview
Excellent oral and written communication skills in Welsh		X	Application form / Interview
Additional requirements			
Able to travel as required to fulfil the requirements of the role	X		Application form / Interview
Xxx		X	Application form / Interview
Welsh language skills			
Full details of the Welsh skill levels can be found at: https://www.gllm.ac.uk/jobs			
Welsh Understanding	Entry		Interview
Welsh Speaking	Entry		Interview
Welsh Literacy	Entry		Interview

Please note: consideration will be given to applicants who indicate that they are within 1 level of meeting the required Welsh skills requirement for the post on the proviso that any offer of employment would include a contractual agreement to develop their Welsh Skills.

Mandatory requirements

The Grŵp is committed to Safeguarding and protecting the Health and Welfare of children, young people and vulnerable adults. Individuals will be required to complete an Enhanced Disclosure with the Disclosure and Barring Service in accordance with the Rehabilitation of Offenders Act 1974 to ascertain their suitability to work in an educational environment. DBS certificates via the DBS update subscription service will be accepted in accordance with guidance provided - <https://www.gov.uk/dbs-update-service>.

Under section 8 of the Asylum and Immigration Act 1986 individuals are required by law to provide documentary evidence confirming their eligibility to work in the United Kingdom.

Summary of the terms and conditions

Working hours	37 hours per week
Working weeks	52 weeks per year
Annual leave	• 28 days leave per annum, rising to 32 days after 5 full holiday years' continuous service (01 September to 31 August). • All normally observed public holidays, determined annually. • Up to 5 days efficiency closure days per annum, determined annually. • Part Time contracts will receive a pro rata entitlement to the above. • Term Time contracts will receive a pro rata entitlement to the above paid as part of annual salary.
Pension	Local Government Pension Scheme (https://www.lgpsmember.org/)
Travel	Arrangements to reimburse employees who incur additional expense whilst carrying out their official duties on behalf of the Grŵp is outlined in the Travel, Subsistence and Relocation policy. Successful applicants will be required to complete a Drivers Assessment Form for Health screening upon appointment (if applicable). Copies of insurance certificates must be provided to the Grŵp Finance department on an annual basis by all employees claiming mileage expenses for using their own car to confirm that "Business Use" insurance is in place.
Health screening	Successful applicants will be required to complete a health questionnaire and may be asked to attend a medical.