

Swydd Ddisgrifiad: Cydlynnydd Cyfryngau	
Maes Rhaglen / Adran	Y Ganolfan Technoleg Bwyd (CTB)
Prif Safle	Llangefni
Cyflog	£32,192.24 - £34,347.66 y flwyddyn Cymorth Busnes Graddfa 6 Pwynt 29 - 31
Y Math o Gontract	Dros Dro hyd at 31/03/2028
Telerau'r Contract	Llawm Amser
Yn atebol i	Rheolwr Gweithrediadau Strategol Bwyd Amaeth
Pwrpas y Swydd	
Mae Rhaglen Helix yn brosiect mawr sy'n galluogi'r Gyfarwyddiaeth Amaeth-Fwyd i weithio gyda chwmnïau bwyd a diod o Gymru. Mae'r rôl hon yn canolbwyntio ar farchnata a hybu gwasanaethau rhaglen HELIX wedi eu darparu gan y Ganolfan Technoleg Bwyd a Choleg Glynllifon.	
Prif Ddyletswyddau a Chyfrifoldebau	
1. Cyfrannu at ddatblygu a gweithredu system cynllun Marchnata blynnyddol gyda'r Rheolwr Gweithrediadau i gefnogi gweithgaredd rhaglen Helix a chefnogi lledaenu allbwn y prosiect. 2. Arwain y gwaith datblygu a gweithredu'r broses astudiaeth achos rhaglen Helix, gan weithio ar draws ffwythiannau ar gyfer cyflwyno amserol. 3. Arwain y gwaith paratoi a chreu'r Adroddiad Blynnyddol mewn parodrwydd ar gyfer RWAS pob haf. Gweithio ar draws ffwythiannau ac ar draws y tîm Arloesi Bwyd Cymru (FIW) yn ogystal â gweithio gydag asiantaethau allanol i ddylunio a phrintio. 4. Cydweithio gyda chydweithwyr FIW ehangach i ddarparu allbynnau marchnata FIW. 5. Monitro tueddiadau defnyddwyr a thueddiadau bwyd - gyda phwyslais arbennig ar dueddiadau sy'n effeithio ar fwyd Amaeth Cymru a BBCh bwyd a diod. 6. Datblygu a rhoi cyflwyniadau a hyfforddiant ar dueddiadau allweddol ar gyfer deiliaid diddordeb mewnol ac allanol 7. Datblygu a rheoli cynllun cyfathrebu ar gyfer lledaenu ymchwil i dueddiadau o ran bwyd a diod - yn cynnwys ond heb fod yn gyfyngedig i: erthyglau a blogiau, gweminarau, adroddiadau tueddiadau llawn a chyfathrebu uniongyrchol gyda deiliaid diddordeb allweddol. 8. Rheoli asiantaethau allanol i ddarparu prosiectau marchnata. 9. Datblygu ymgyrchoedd marchnata effeithiol ar gyfer rhaglen Helix gyda metrigau. 10. Sicrhau bod yr holl gyfathrebu yn cyfarfod gyda Safonau'r Gymraeg 11. Rheoli rhedeg cyfrifon cyfryngau cymdeithasol o ddydd i ddydd. 12. Defnyddio ffynonellau data megis Mintel, Kantar a Global Data. Creu adroddiadau mewnwelediad fel sail ar gyfer gweithgareddau megis DCN, prosiectau categori, dadansoddiad o farchnad allforio a phrosiectau wedi eu teilwrio. 13. Darparu cefnogaeth ar gyfer Marchnata a Chyfathrebu ar gyfer Cynadleddau a digwyddiadau yn y DU ac yn Rhyngwladol.	
Dyletswyddau eraill:	

1. Dirprwyo yn absenoldeb y Rheolwr Gweithrediadau mewn cyfarfodydd deiliad diddordeb mewnol ac allanol.
2. Datblygu a rhoi hyfforddiant ar gyfryngau cymdeithasol a marchnata digidol ar gyfer deiliaid diddordeb mewnol ac allanol.
3. Cadw i fyny gyda thueddiadau yn y DU ac yn fyd eang yn y diwydiant Amaeth fwyd drwy ymchwil a mynychu cynadleddau a digwyddiadau. Gan fod y rôl yn un o wynebu diwydiant, gall hyn gynnwys arosiadau tros nos ar gyfer presenoldeb mewn digwyddiadau, cyfarfodydd a chynadleddau.
4. Rheoli eich Prosiectau Marchnata eich hun o'r dechrau i'r diwedd, yn cynnwys, ond nid yn gyfyngedig i; Adroddiad Blyneddol, adroddiad gweledol Allbynnau rhaglen Helix, Astudiaethau Achos.
5. Yn gweithio'n agos gyda'r Rheolwr Gweithrediadau i greu a gweithredu cynllun Marchnata blyneddol a fydd yn ymgorffori gweithgaredd newydd ar gyfer rhaglen Helix a FIW.
6. Cynorthwyo'r tîm gweinyddol a datblygu busnes i sicrhau bod y Gweithgareddau Trosglwyddo Gwybodaeth (KTAs) a'r digwyddiadau'n cael eu rheoli cyn eu cyflwyno yn ogystal ag ar y diwrnod
7. Creu cynnwys fideo ar gyfer gwefannau a chyfryngau cymdeithasol.
8. Mynychu cynadleddau rhaglen Prosiect, gweithdai, ffeiriau recriwtio ac ati yn unol gyda'r rôl a chodi proffil y prosiect a'r Ganolfan Technoleg Bwyd.
9. Cynllunio a threfnu'n effeithiol i sicrhau bod gwybodaeth Marchnata a Chyfathrebu Rhaglen Helix yn cydymffurfio â gofynion y cleient a'r cyllidwyr, e.e. Llywodraeth Cymru.
10. Adeiladu a chynnal perthynas weithio effeithiol gyda chydweithwyr yn y gwasanaethau marchnata canolog coleg (dylunio, gwe, AD, Printio ac ati)
11. Adnabod anghenion datblygu personol ac ymgymryd â datblygiad proffesiynol parhaus yn unol â gofynion y swydd
12. Cyflawni pob dyletswydd gan roi ystyriaeth lawn i weithdrefnau lechyd a Diogelwch a Chyfle Cyfartal.
13. Cyflawni pob dyletswydd yn unol â pholisïau a gweithdrefnau'r coleg.
14. Unrhyw ddyletswyddau rhesymol eraill sy'n ddisgwyliedig yn unol â Phwrpas y Swydd

Manyleb Deiliad y Swydd	Hanfodol	Dymunol	Dull Asesu
Cymwysterau			
HND neu gymhwyster cyfatebol mewn pwnc perthnasol (e.e. astudiaethau busnes, marchnata, cyfryngau ac ati)	X		Ffurflen Gais
Diploma CIM		X	Ffurflen Gais
Cymhwyster mewn Cysylltiadau Cyhoeddus/Newyddiaduraeth		X	Ffurflen Gais
Gwybodaeth a Phrofiad			
Gallu defnyddio rhaglenni Microsoft Office	X		Ffurflen Gais / Cyfweliad

Gwybodaeth o farchnata gan gynnwys y defnydd o ymchwil y farchnad	X		Ffurflen Gais / Cyfweliad
Gwybodaeth ymarferol o blatfformau cyfryngau cymdeithasol	X		Ffurflen Gais / Cyfweliad
Profiad perthnasol o weithio mewn rôl marchnata tebyg		X	Ffurflen Gais / Cyfweliad
Gwybodaeth o'r Ddeddf Diogelu Data		X	Ffurflen Gais / Cyfweliad
Sgiliau a Phrïodweddau			
Sgiliau trefnu da yn cynnwys y gallu i flaenoriaethu eich llwyth gwaith	X		Ffurflen Gais / Cyfweliad
Yn gallu cadw cyfrinachedd bob amser	X		Ffurflen Gais / Cyfweliad
Sgiliau recordio fideo a golygu gan ddefnyddio meddalwedd addas		X	Ffurflen Gais / Cyfweliad
Gofynion Ychwanegol			
Trwydded yrru gyfredol a mynediad i gerbyd wrth yrru o safle i safle a digwyddiad(au)	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	Canolradd		Cyfweliad
Yn siarad Cymraeg	Canolradd		Cyfweliad
Llythrennedd Cymraeg	Canolradd		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 Iechyd 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 Mewnffudo 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		
Gwyliau Blynnyddol	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, Cynhaliaeth ac Adleoli. Yn dilyn eu penodiad, bydd gofyn i ymgeiswyr llwyddiannus gwblhau Ffurflen Asesu Gyrwyr ar gyfer Sgrinio Iechyd (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: Media Co-ordinator	
Programme area / Department	Food Technology Centre (FTC)
Main site	Llangefni
Salary	£32,192.24 - £34,347.66 per annum Business Support Scale 6 Points 29 – 31
Contract type	Fixed Term up to 31/03/2028
Contract terms	Full Time
Reporting to	Agri Food Strategic Operations Manager
Job purpose	
The Helix Programme is a major project which enables the Agri-Food Directorate to work with food and drink companies from Wales. This role focuses on marketing and promoting the services of the HELIX programme provided by the Food Technology Centre and Coleg Glynllifon.	
Main duties and responsibilities	
1. Contribute to the work of developing and implementing the annual Marketing plan with the Operations Manager to support the activity of the Helix Programme and to support the dissemination of the project's output. 2. Lead the work of developing and implementing the Helix Programme case study process, by working across functions for timely delivery. 3. Lead the work of preparing and creating the Annual Report in readiness for RWAS each summer. Work across functions and across the Food Innovation Wales (FIW) team as well as working with external agencies to design and print. 4. Collaborate with wider FIW colleagues to deliver FIW marketing outputs. 5. Monitor consumer trends and food trends - with a particular emphasis on trends affecting Wales' Agri-food and food and drink SMEs. 6. Develop and deliver presentations and training sessions on key trends for internal and external stakeholders . 7. Develop and manage a communications plan for disseminating research on food and drink trends - including but not limited to: articles and blogs, webinars, full trend reports and direct communication with key stakeholders. 8. Manage external agencies to deliver marketing projects. 9. Develop effective marketing campaigns for the Helix Programme with metrics. 10. Ensure that all communication meets Welsh Language Standards. 11. Manage the day-to-day running of social media accounts. 12. Use data sources such as Mintel, Kantar and Global Data. Create insight reports as a basis for activities such as NPD, category projects, exporting market analysis and tailored projects. 13. Provide support for marketing and communications for conferences and events in the UK and Internationally.	
Other duties:	

1. In the absence of the Operations Manager, delegate at internal and external stakeholder meetings.
2. Develop and deliver training on social media and digital marketing for internal and external stakeholders.
3. Keep up to date with trends in the UK and worldwide in the Agri-food industry through research and attending conferences and events. As the role is industry facing, this may include overnight stays when attending at events, meetings, and conferences.
4. Manage your own Marketing Projects from start to finish, including, but not limited to, an Annual Report, a visual report, Helix Programme Outputs, Case Studies.
5. Works closely with the Operations Manager to create and execute an annual Marketing plan that will incorporate new activity for the Helix Programme and FIW.
6. Assist the admin and business development team in ensuring the Knowledge Transfer Activities (KTA's) and events are managed pre delivery as well as on the day.
7. Create video content for websites and social media.
8. Attend Helix Programme conferences, workshops, recruitment fairs etc. in line with the role and raise the profile of the project and the Food Technology Centre.
9. Plan and organize effectively to ensure that the Helix Programme Marketing and Communications information complies with client and funders requirements e.g. Welsh Government.
10. Build and maintain effective working relationships with colleagues in the college's central marketing services (design, web, HR, Print etc.)
11. Identify personal development needs and undertake continuous professional development in accordance with the requirements of the job.
12. Give full consideration to Health and Safety and Equal Opportunity procedures when undertaking all duties.
13. Undertake all duties in accordance with the college's policies and procedures.
14. Any other reasonable duties that are expected in accordance with the Job Purpose

Person specification	Essential	Desirable	Assessment method
Qualifications			
HND or equivalent in a relevant subject (e.g. business studies, marketing, economic, media etc.)	X		Application form
CIM Diploma		X	Application form
PR / Journalism qualification		X	Application form
Knowledge and experience			
Ability to use Microsoft Office	X		Application form / Interview
Knowledge of marketing including use of market research	X		Application form / Interview
Working knowledge of social media platforms	X		Application form / Interview
Relevant experience in a similar marketing role		X	Application form / Interview

Knowledge of Data Protection Act		X	Application form / Interview
Skills and attributes			
Good organisational skills including the ability to prioritise own workload	X		Application form / Interview
Ability to maintain confidentiality	X		Application form / Interview
Video recording and editing skills using suitable software		X	Application form / Interview
Additional requirements			
Current driving licence and access to vehicle as driving from site to site and event(s)	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	Intermediate		Interview
Welsh Speaking	Intermediate		Interview
Welsh Literacy	Intermediate		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/db-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.