

Castell Brychan, ABERYSTWYTH, Ceredigion SY23 2JB
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Prif Weithredwr/Chief Executive: *Helgard Krause*

Job title:	Social Media and Content Creator
Department:	Communications, Marketing and Design
Location:	Castell Brychan / Hybrid with regular travel to Aberystwyth
Salary Band:	Grade 5 (point 21–27)
Salary:	£33,143–£38,220
Agreement:	Permanent
Start date:	As soon as possible
Working hours:	37 hours week (5 days)
Number of days of holiday:	Subject to length of previous service / 28 days holiday plus 8 Bank Holidays
Reporting to:	Head of Communications, Marketing and Design
General purpose of the post:	<p>The main objectives of the post are to:</p> <ul style="list-style-type: none"> ➤ Help us to tell the stories of our sector, publicise grants and opportunities, and to celebrate books and reading. ➤ Lead the planning, content creation, and management of the Books Council of Wales’ bilingual social media channels, connecting with our audiences through accessible, engaging content. ➤ Deliver bilingual communications activity across campaigns, corporate communications, and sales support

BACKGROUND

The Books Council is a national charity that supports the publishing industry and reading development in Wales. We promote literacy and reading for pleasure through our range of campaigns, activities, and events throughout Wales, often working in partnership with schools, libraries, and other literary organisations. The Council was founded at Aberystwyth in 1961, and we work with publishers to nurture talent and new content in Welsh and English, in addition to providing specialist services such as editing, design,

marketing and distribution. We are also responsible for administering grants to publishers and independent booksellers. Our funding comes partly from the Welsh Government through Creative Wales, and partly from commercial activities and the wholesale book-selling service provided by our Distribution Centre. The Books Council receives grant funding for our reading promotion programmes 2025–28 from the Curriculum for Wales Grant Support Programme.

The Council provides a pension scheme to which the person appointed will be able to contribute. The Books Council is a member of the Dyfed Pension Fund, which is a Local Government Pension Scheme.

MAIN DUTIES OF THE POST

We're looking for a Social Media and Content Creator to join our team and help us tell the stories of our sector. If you love books, can create scroll-stopping content and have a sharp eye for design, here's everything you need to know about the role:

Social Media management

1. Responsible for management of the Books Council of Wales' social media channels, shaping channel strategy, planning content, and ensuring a consistent, high-quality presence.
2. Create, schedule, and publish engaging bilingual content to help tell the stories of our sector, publicise grants and opportunities, and inspire a love of reading.
3. Create bilingual content in a wide range of formats to appeal to our audiences, testing new approaches and monitoring emerging trends.
4. Support independent bookshops and promote books sales in Wales during key periods.
5. Brief designers and work with digital assets, with a good understanding of what works visually on social platforms.
6. Maintain high presentation standards and a consistent tone that reflects our charitable purpose and public role.
7. Monitor engagement and performance using platform tools, and use insights to help improve reach, relevance, and impact over time.

Campaign communications

- a) Manage and deliver communications activity for specific reading promotion programmes, creating content across web, press, digital assets, and social media.
- b) Lead on content creation for sales campaigns to promote bookshops and book sales, including seasonal promotion, Books Council-led activity or UK-wide initiatives (such as Independent Bookshop Week).
- c) Support corporate communications and grant programmes, showcasing the work of the Books Council and promoting the opportunities that we offer to the sector.
- d) Support partnership campaigns and special projects as required, working collaboratively with colleagues and external partners.

Collaboration and team support

1. In this role you will act as the day-to-day owner of our social media channels, setting the channel plan and standards alongside the Head of Communications, Marketing and Design.
2. Work closely with the Website and Content Editor to ensure communications activity is joined up across channels and campaigns.
3. Work with the Design Team to commission and develop digital assets that are appealing, inclusive and engaging.
4. Work closely with colleagues from departments across the Books Council to agree and plan communications activity that supports the delivery of their work and objectives.
5. Support the Books Council's presence at external events such as the Urdd Eisteddfod, Royal Welsh, or National Eisteddfod.
6. Provide cover for the Website and Content Editor when required.
7. This role requires occasional working outside usual office hours, to deliver specific campaigns or support external events.

KNOWLEDGE AND SKILLS FOR THE JOB

Essential

- Confident management of organisational social media channels, ideally for a charity or public-facing service, including planning, scheduling, publishing, and engagement.
- Strong copywriting skills, with the ability to create clear, engaging content for different audiences and purposes.
- Strong written Welsh and English skills, with the ability to create, edit and publish content confidently in both languages.
- Experience delivering engaging communications campaigns in charity or public sectors, across a range of channels and formats, including websites, social media and press & PR.
- Excellent organisation and time management, with experience maintaining a content calendar and delivering high-quality work to deadline.
- Comfortable using platform analytics to monitor engagement and performance, interpreting results to understand how people engage with our content and to improve content over time.
- Strong IT skills including Microsoft packages and Canva / Photoshop.
- Experience of creating digital content for websites and social media platforms, including use of film editing and subtitling packages.

Desirable

- Familiarity with Wordpress CMS and experience of creating and publishing web content.
- Awareness of digital accessibility and inclusive content practices, to make information accessible to as many people as possible.

- A genuine interest in books and reading, or the role of language and stories in Wales.
- Commitment to the values and charitable aims of the Books Council of Wales.

Ways of working

- A collaborative approach, with the ability to work closely with colleagues across the organisation and with external partners.
- Excellent organisational skills and attention to detail.
- Ability to plan and manage your time effectively to meet deadlines and balance planned activity with responsive requests.

WORKING LANGUAGE

From day to day the working language at the Books Council is Welsh.

1 Listening and Speaking:

Able to understand every conversation in Welsh and English pertaining to the work. Fluent when conversing and responding to questions in both languages.

2 Comprehension:

Able to understand all the Welsh- and English-language material pertaining to the work.

3 Writing:

Able to prepare all the material relating to the field in both Welsh and English, with support if required.

CONTACTS AND COMMUNICATION

Internal	Nature of contact
Website and Content Editor	Channel owners for social and web work closely to align planning and activity, and provide cover when needed
Head of Communications Marketing and Design	Develop and agree communications activity for the department
Design Department	Work with Design team to commission and create digital assets to support campaigns and corporate comms activity
Children's Books and Reading Promotion Department	Develop and deliver communications to support Reading Promotion programmes.
Publishing Development Department	Ensure information about grants, tenders and project funding opportunities is easily accessible and publicised in a timely manner.
Distribution Centre / Sales team	Develop programme of activity to promote bookshops, publishers, and boost book sales

External	Nature of contact
Publishers / Booksellers	Collecting / requesting information and providing opportunities to promote the sector
External partners	Collaboration on specific projects or areas of work

RESPONSIBILITIES

For people:	None
For a budget:	None
For equipment or stock:	Laptop and mobile phone

DECISION MAKING / PROBLEM SOLVING / AUTONOMY

The post holder is expected to make operational decisions as required. Strategic or financial decisions should be referred to the Head of Communications, Marketing and Design.

TERMS AND CONDITIONS

- 1 The appointment will be made on points 21–27 of the Local Government scale, £33,143–£38,220.
- 2 Twenty-eight days annual leave is permitted each year with an additional 8 Bank Holidays.
- 3 A pension scheme is provided to which the appointed person may contribute. (The Books Council is a member of the Dyfed Pension Fund, which is part of the Local Government Pension Scheme.)
- 4 This is a full-time post, 37 hours a week.
- 5 The post is based at the Books Council of Wales, Aberystwyth, or hybrid, with regular visits to Aberystwyth.

APPLICATIONS

To apply, please send a letter explaining why you are suitable for the post, together with a short CV noting your work experience/posts. Your CV should include the name and addresses of two people who can be contacted for further information. If you are currently employed, your current employer should be one of the referees. **We will not contact any referees without your permission.**

Please note: we are unable to sponsor work visas, and we will need proof that you are eligible to work in the UK.

Applications must be submitted by **Wednesday 6 May 2026**, and sent to:

Menai Ll. Williams, Books Council of Wales, Castell Brychan, Aberystwyth, Ceredigion SY23 2JB. Tel: (01970) 629541, or by e-mail to menai.williams@llyfrau.cymru

The interviews will take place in Aberystwyth during **the week beginning 11 May 2026**.

April 2026