

## Digital Marketing Lead

### Why join S4C?

S4C is looking for a Digital Marketing Lead to lead on the digital vision for its promotional efforts. This is an exciting new role that requires a deep understanding and passion for the opportunities that digital platforms offer to marketing, brand and engagement campaigns.

At S4C, we are passionate about creating a positive, active and inclusive work environment that reflects our core values:

Be Your Best, Proud of S4C, Celebrate Everyone, Go For It.

This is an exciting time to join our team in leading and implementing a digital promotion strategy to help increase audiences and raise the profile of S4C and its content across a range of platforms. Working more broadly across the marketing, brand and creative teams the role will be responsible for digital innovation in the field. We are looking for an individual who is passionate about S4C's content and enthusiastic about creating a buzz and attracting new audiences to all of the channel's platforms.

### Job Overview

The Lead will support the Head of Marketing, deputising as required, whilst leading a team of experienced marketing officers on a day-to-day basis. You will be responsible for implementing the promotional strategy for paid and organic media channels and creating data-driven paid media strategies, working alongside S4C's external agencies to optimise the budget and reach as wide an audience as possible. Working closely with S4C's Digital, Communications, Brand and Creative teams, the Lead will be expected to help ensure unified and successful campaigns, measuring performance across various paid media channels.

Together with the Head of Marketing, you will be responsible for setting a clear direction for promotional work in order to respond to the digital challenges facing the broadcasting sector. The Lead will be expected to base any promotional strategies and multi-platform audience tactics on deep insights and an understanding of the environment to change audience perceptions, collaborating with the Research Team to ensure this.

You will have strong marketing, brand and digital skills with the experience and ability to set objectives, drive results and implementing strategies. You will be analytic, strategic, and highly skilled in implementing insights, and you will act with passion and an understanding of media and digital innovation. You will be an experienced manager with a strong communications and marketing background with the ability to develop integrated plans that increase engagement.

This role lies within the Marketing, Communications and Research Department but is critical in terms of the close collaboration on integrated campaigns with the Digital and Social Media Team.

### What will you do?

- Coordinate S4C's multi-platform promotional campaigns, working closely with internal stakeholders and external suppliers to create a buzz and attract new audiences to S4C.

- Plan and implement digital advertising campaigns, including paid advertising and organic promotion on social media.
- Coordinate the department's workflow to ensure effectiveness and consistency across multi-platform promotional assets, including trailers, promotional messages, graphics items, advertisements and digital marketing content. Support department heads to lead on S4C's digital-first strategy.
- Lead a team of experienced marketing officers on a day-to-day basis and deputise for the Head of Marketing as required.
- Develop a digital marketing plan vision and implement it, leading on innovation in the field on behalf of the department.
- Increase awareness and a broad understanding of the changing audience needs in today's digital world.
- Together with the Head of Marketing, lead on the promotional strategy giving prominent focus to S4C's bold and innovative content strategy.
- Collaborate with fellow staff members and others to ensure that we meet our corporate objectives and achieve creative excellence.
- Implement, live by and promote S4C's values, working in a positive and collaborative way and ensuring a positive, active, and inclusive working environment that treats everyone with respect.

#### **You will succeed in this role if:**

- You have strong experience of working in Marketing.
- You are enthusiastic about vigorous campaigns across different platforms.
- You enjoy transformative change and looking for innovative ways to act.
- You can work independently with the freedom to make decisions but also enjoy collaborating with a wider team to share ideas.
- You are committed to your own personal development.
- You are a strong communicator in Welsh and English (oral and written – language refresher support available).

#### **What will you get?**

- The opportunity to make a real difference in an organisation that values people.
- Working in a flexible environment within one of our offices in Wales.
- S4C is committed to the personal growth of its employees, offering comprehensive training and development opportunities to improve skills and promote careers. This includes access to qualifications, in-house training, and continuing professional development programmes.
- Access to unique opportunities in the media sector including attendance at events and programme previews, panel discussions and internal updates.

- Employees have the unique opportunity to contribute to the promotion and preservation of Welsh language and culture through their work.
- S4C offers a Group Personal Pension Scheme with 10% contributed by S4C.
- 26 days of leave gradually increasing to 32 days in 9 years.

For an informal chat about the role please contact [pobl@s4c.cymru](mailto:pobl@s4c.cymru).

In your application, please ensure that you highlight the skills and experience you have that are relevant to the role listed in the personal specification below and that are in accordance with our core values. Give clear examples that show why you are suitable for the job.

### Person Specification

Feature	Essential	Desirable
<b>Qualifications</b>	Degree or equivalent.	Marketing Qualification.
<b>Experience</b>	<p>5+ years of digital marketing and marketing experience aimed at increasing audience awareness using innovative technologies and platforms.</p> <p>A good understanding of the difference between digital content promotion and content distribution methods.</p> <p>Experience of developing digital and multi-platform content, managing consumer campaigns and use of social media.</p> <p>Experience of developing digital marketing strategies with a strong focus on the audience's journey from Brand awareness to the audience.</p> <p>Experience of working with and through external agencies, managing deep relationships and creating a network to support strategy.</p> <p>Experience of managing and leading a team by coordinating workflows.</p>	Some knowledge about the Broadcasting/Creative Sector.
<b>Skills and Knowledge</b>	<p>Specialist knowledge of various digital marketing channels and best practice.</p> <p>Performance marketing background with excellent knowledge of trends and technologies.</p>	Some knowledge about the Broadcasting/Creative Sector.

	<p>A deep understanding of the digital landscape to engage audiences for effective and efficient promotion across stakeholder and audience platforms.</p> <p>The ability to move seamlessly from strategic thinking to practical execution.</p> <p>The ability to communicate and to work effectively in Welsh.</p>	
<b>Personal Characteristics</b>	<p>A high level of personal integrity, expressed through conduct.</p> <p>Self-awareness and an understanding of the need to be a role model for others.</p> <p>Show Values and Behaviours that are in accordance with S4C's values.</p> <p>Willingness to work flexibly.</p>	

## Further Details

<b>Location:</b>	Carmarthen / Cardiff / Caernarfon (minimum of 2 days in the office)
<b>Salary:</b>	£49,000-£55,000 per annum
<b>Contract:</b>	Permanent
<b>Probation Period:</b>	6 months
<b>Working Hours:</b>	35.75 hours per week. Due to the nature of the position, flexibility is expected, including working outside office hours, some weekends and bank holidays.
<b>Holidays:</b>	In addition to the statutory bank holidays, you will be entitled to 26 days of paid holiday per year. (Please note that the annual leave will be pro rata if working part time).
<b>Pension:</b>	Paid staff are entitled to join a Group Personal Pension Scheme subject to the terms of any existing scheme which is amended from time to time. If you are a member of the Group Personal Pension Scheme, S4C will contribute 10% of your basic salary to the Scheme. You will be expected to contribute 5%.

## Applications

Applications should be sent by **12.00 on Thursday 29 May 2025** by completing this [application form](#).

**Interview Date: 10 June 2025**

CV's will not be accepted.

Applications may be submitted in Welsh. An application submitted in Welsh will not be treated less favourably than an application submitted in English.

### **AI Use**

If you choose to use AI or similar tools, please ensure your responses are accurate, truthful and reflect your own experience and words. Applications that are not original or are AI-generated may be rejected.

During the interview, the use of AI or recording tools is not permitted unless agreed in advance for accessibility reasons. Any evidence of unauthorised use may result in your application being withdrawn.

### **Equal Opportunity and Diversity**

S4C does not allow discrimination based on gender, race, colour, disability, ethnic background or social-economic background, age, family status, marital status or civil partnership, part-time or full-time employees, religion, politics, sexual orientation, gender reassignment, pregnancy and maternity, language use (except where the ability to communicate in Welsh is necessary for the post) or any other irrelevant difference, and it is committed to considering diversity in a positive way. S4C welcomes and encourages job applications from groups that may be under-represented, including females, black and minority ethnic people and people with disabilities. Open and fair competition principles are in operation and appointments are decided on merit.