



Social Media and Comms Officer

Location	Home working, with occasional travel to Repair Cafés across Wales
Contract	Full time fixed term contract until 31st March 2026
Salary	£30,371
Reporting to	Director
Start date	ASAP

ABOUT REPAIR CAFE WALES

'A society empowered to work together to reduce waste, share skills, and strengthen our communities'

Repair Cafe Wales is a not-for-profit Community Interest Company that opens and supports repair cafes across Wales. In their simplest form, repair cafés are pop up events where the local community can get their broken household items repaired for free by volunteers. Repair cafés are started by residents, with our support, and run by the local community.

We currently support a network of over 130 repair cafes but we are not stopping there! Our mission is to facilitate the opening of repair cafés in every town, village, city and suburb in Wales. We are focusing our energies on nurturing a cleaner, more sustainable world whilst our communities are inclusive and safe environments for people of all ages and backgrounds to share knowledge, skills, and to generally connect.

We work for our communities to influence standards for goods and government policy, collect data from our community hubs, and help to inform policy decisions that promote a greener, more sustainable world.

ABOUT THE ROLE

We are seeking an experienced Communications Officer to develop and implement an effective communications strategy, supported by the Director. The Communications Officer will drive engagement and reach across all of our social media channels and produce inspiring and creative content so that we can reach new audiences and have greater impact. This is a key role to our organisation which would best suit a creative self-starter who is energised by problem solving, collaborative working, and a fast-paced environment. You'll manage day-to-day comms and major campaigns (like Fix It Feb) and make it easy for our network of cafés to share their own success stories, attract volunteers and reach local communities.



We are currently a small team that is very supportive of flexible working, with a focus on delivering outcomes. This is a fixed-term contract, with the potential to extend if we are successful in obtaining further funding. This role is home-based but occasional travel to repair cafes across Wales to produce content will be required.

KEY RESPONSIBILITIES

- Develop, deliver and monitor the charity's overall comms strategy
- Plan, create and schedule engaging bilingual content for all channels including Facebook, Instagram, LinkedIn, TikTok
- Draft, design and publish newsletters and email campaigns using Mailchimp
- Write and edit news articles, blogs and web updates for the RCW site
- Gather impact stories, photos and case studies from volunteers, visitors and local cafes and shape them for digital, press and campaigns
- Lead on national campaigns (Fix It Feb) from ideas, toolkits and assets, to coordinating partners and monitoring impact
- Establish relationships with relevant micro-influencers and set up and run an influencer campaign
- Liaise with partners and sponsors to produce co-branded comms
- Track analytics, measure engagement and adjust activity for best reach
- Respond to press enquiries and support media relationships as needed
- Stay up to date with trends in digital comms and community engagement
- Ensure all messaging reflects our brand, voice and bilingual commitments

SKILLS AND EXPERIENCE REQUIRED

Previous experience

- Proven experience of using various communications and marketing channels to enhance brand and profile
- Experience of writing engaging and inspiring copy for media, social media and websites
- Experience of contributing to the development and implementation of a comms strategy
- Understanding of developing audience engagement on social media, particularly Facebook, Linked In, TikTok and Instagram
- Experience working on small-scale influencer campaigns is desirable
- Experience of working in the third sector is desirable
- Photography and videography and editing experience desirable



Competencies

- IT skills including Microsoft, Canva or other design tools, analytics software, google ads, email marketing platforms and website CMS systems
- Strong written and communication skills with experience of drafting and pitching press releases and writing for a range of different audiences
- Excellent analytic skills with the ability to report on performance across all comms channels
- A genuine commitment to the values and ethos of Repair Cafe Wales
- Exceptional communication skills, both written and verbal
- Ability to build strong relationships with a variety of stakeholders
- Good attention to detail
- A flexible approach to dealing with tasks, with the ability to manage multiple priorities in a busy environment

Technical skills

- Welsh language skills are essential
- Knowledge of data protection and relevant legislation
- Experience of sustainable initiatives or the circular economy is desirable

VALUES

Repair cafés are a fun, social way to combat the general frustration with wasted materials, resources and a loss of skills. It's a community, a space for empowerment and the site of transformation where people's relationships with their household items shift from consumer to owner.

All employees, contractors and volunteers are required to operate in line with RCW's core values:

- **Waste Reduction** - Repair cafés help household items be used for longer rather than throwing them away. This reduces the volume of raw materials and energy needed to make new products. It cuts CO2 emissions by reusing instead of manufacturing new products.
- **Sharing Skills** - By promoting a repairing culture and inviting each one of our visitors to sit with a volunteer repairer, repair cafés show appreciation for the people who have practical knowledge and ensure these valuable skills are getting passed on.
- **Community Cohesion** - Repair cafés promote social cohesion in the community by connecting local residents from very different backgrounds and with different motives with each other through an inspiring and low-key event.

RECRUITMENT PROCESS

To apply, please submit your CV, a brief cover letter, and any examples of content you have previously produced. We will be interviewing on a rolling basis so please submit your application as soon as possible.



Applications should be sent to phoebe@repaircafewales.org

Closing Date: 5pm, Friday 15th August 2025

*We reserve the right to close this vacancy early if we receive sufficient applications for the role.
Therefore, if you are interested, please submit your application as early as possible.*

Repair Cafe Wales recognise the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from disabled and Black, Asian and Minority Ethnic (BAME) candidates as BAME and disabled people are currently under-represented throughout Repair Cafe Wales. We have made a positive commitment to employing disabled people and guarantee to interview all disabled candidates who meet the minimum essential criteria for the role as set out in role profiles.