

# PR & Campaigns Manager

## Information Pack

Closing date – 10:00am on 10 June 2026

**Duration:** Fixed-term appointment for 9 months, with the possibility of extension for up to 12 months to provide maternity leave cover.

**Salary:** £37,129 - £45,399 per annum



Dros ddysgwyr, dros Gymru  
For learners, for Wales

## Welcome

This is a great time to join us at Estyn. We're actively supporting schools and other providers through exciting reforms in Welsh education. Our work makes a real difference to learners across Wales and at Estyn, they're at the heart of everything we do.

We're proud to play a vital role in improving education and training. Our people are passionate about what they do, and we work collaboratively to deliver high-quality services that promote accountability, support improvement, and help shape the future of learning in Wales.

We're looking for a PR & Campaigns Manager with a creative and strategic communications background who can develop impactful PR and marketing campaigns, build strong partner relationships, and help raise awareness of Estyn's work across Wales.

By joining us, you'll become part of a forward-thinking and evolving organisation, one that's committed to learning, improvement, and the development of its people. You'll also gain access to opportunities across the wider Civil Service, giving you room to grow and shape your career.

This pack includes more information about what it's like to work with us, details about the role, and guidance on how to apply.



*Owen Evans, HMCI*

## Why work for Estyn?

We are the education and training inspectorate for Wales. Our aim is to improve the quality of education and training for learners in Wales. One of our key roles is to inspect education and training in Wales to give assurance to the public and government regarding educational standards.

We help education providers, such as schools and colleges, to improve quality and outcomes. We also advise the Welsh Government about educational policy and prepare reports on a wide range of educational issues and themes. Further information on our work can be found [here](#).

Our work makes a real difference to learners in Wales, and we know that it's our dedicated team who help make that happen.

We believe in supporting and valuing every member of our team. From day one, you'll be welcomed into a friendly, professional environment where your ideas and contributions matter. You'll receive a thorough induction to help you understand how your role fits into our shared mission. You'll be part of a collaborative network of colleagues, both within your team and across the wider organisation.

We're committed to helping you grow. You'll have access to a wide range of learning and development opportunities to build your skills and support your career journey, whether that's through individual training or team development.

If you care about making a difference and want to work somewhere that supports your development and values your wellbeing, Estyn is a great place to work.

## Diversity and inclusion

We're committed to creating a workplace where everyone feels welcome, supported, and able to thrive. At Estyn, we value different perspectives and lived experiences which help us grow stronger as an organisation and make better, more informed decisions for the learners and communities we serve.

We know that a diverse team brings fresh ideas, richer conversations, and stronger outcomes. That's why we encourage applications from people of all backgrounds, cultures, and experiences.

A key strategic priority is to increase the diversity of our workforce. Our commitment to recruiting and attracting diverse talent extends to actively encouraging applications from underrepresented groups including ethnic minority, and disabled people. We adopt inclusive recruitment practices including blind shortlisting of candidates and are proud to be a disability confident employer, offering support with adjustments through our process to make sure you can be at your best.

By working together and celebrating what makes each of us unique, we can continue to make a meaningful difference to education in Wales.



## Flexible and hybrid working

At Estyn, we believe flexibility helps our people do their best work while maintaining a healthy work-life balance. That's why we support a hybrid working approach for our Central Services team.

Typically, this means working from home, with one set day in the Cardiff office as a team day. It's a great opportunity to collaborate, catch up in person, and stay connected. There is also the flexibility to work more in the office should that be your preference.

We also hold Central Services get-togethers and all-staff conferences throughout the year to bring everyone together, share updates, and strengthen our sense of community.

We operate a flexitime system too, giving you even more freedom to shape your working day in a way that suits you and meets business needs.

It's all about trust, balance, and supporting each other to work well, wherever we are.

## Who we're looking for

You will be responsible for developing and delivering effective communication plans and marketing campaigns that strengthen and enhance Estyn's brand reputation and increase awareness of our work. You will bring a blend of strategic insight, creativity and excellent communication skills, working collaboratively with teams across Estyn to ensure PR and marketing activity supports and aligns with wider organisational objectives.

### Key tasks include:

- Creating and implementing PR campaigns to increase awareness and understanding of Estyn's work and build brand visibility - utilising Estyn's communication channels and exploring new opportunities to maximise impact.
- Quality assuring the work of a small team to ensure a consistently professional service which provides value for money.
- Developing effective working relationships with internal staff across the organisation.
- Developing and maintaining relationships with media outlets, journalists, and influencers to build interest in the work of Estyn and secure press coverage and endorsements.
- Coordinating key announcements and updates through the preparation and targeted distribution of press releases, media packs, partner toolkits and other promotional materials.
- Monitoring and analysing media coverage and PR metrics to measure the effectiveness of campaigns.
- Working closely with the Digital Communications Manager to plan content and ensure coherent messaging and branding across all of Estyn's communications channels.
- Working closely with the events team to ensure Estyn's corporate messages are communicated through the varied programme of training and partner events. Support the promotion of key events and the development of engaging materials to highlight key corporate messages.
- Working closely with the Head of communications, Events and Stakeholder Engagement to manage crisis communications effectively and maintain a positive brand image.

- Evaluating campaigns based on a range of analytics and feedback in order to identify ways to continually improve the work of the team.
- Staying updated on industry trends and competitive landscape to identify opportunities for PR initiatives.
- Ensuring best practice within the team by monitoring the latest GCS and other relevant communications framework updates, implementing them into the work of the team.

**Managerial or supervisory responsibilities:**

You will have line management responsibility for 1 x Administration Officer (AO), providing support, guidance and oversight to ensure the effective delivery of administrative functions.

## Person specification

### Job specific criteria

#### It's essential that you have:

- A Bachelor's degree in Communications, Public Relations, Marketing, or a related field and/ or experience of working within the industry with proven success in delivering innovative PR and marketing campaigns.
- Excellent written and verbal communication skills.
- Ability to work professionally with a range of stakeholders to ensure clarity of approach and to establish innovative solutions.
- Excellent communication, literacy, numeracy, and IT skills (including Microsoft Office and other planning tools)
- Ability to think creatively and strategically.

#### It's desirable that you have:

- Ability to multitask and meet tight deadlines.
- Strong project management skills.
- Experience of working with the wider communication mix.
- Strong network of media contacts and relationships.
- Knowledge of industry trends and emerging technologies in digital communication.
- The ability to work through the medium of Welsh or demonstrate a commitment to learning Welsh.

### Key behaviours

- Leadership
- Communicating and influencing
- Changing and improving
- Working together
- Delivering at pace

You can find more information and examples of these behaviours in [Success Profiles - Civil Service Behaviours](#) at Grade HEO.

## Benefits of joining Estyn

In addition to a good work/life balance, job satisfaction, a supporting culture, ongoing learning and development opportunities and professional development, you can also expect other benefits, including the following:

- Competitive salary and incremental points meaning that you will normally reach the maximum of the pay scale within two/three years of joining us.
- Generous holiday entitlement – 41 days away from work each year (made up of 32 days of annual leave, plus 9 public/privilege holidays (pro-rated for those who work part-time).
- Flexible working - We operate a flexi-time system, giving you the freedom to shape your working day in a way that suits you and meets business needs.
- Excellent pension - When you join Estyn, you'll automatically become part of the Civil Service Pension scheme, one of the most valuable pension schemes in the UK. We invest in your future by contributing **28.97%** of your salary which equates to **£10,756**, helping you build a strong and secure pension for later in life.
- Support for your wellbeing – We provide an hour of wellbeing time per week (pro-rated) for staff. We also provide an employee assistance programme, free annual health checks, seasonal flu jabs, a free eye care scheme and access to Health Insurance Plans through Civil Service Healthcare.
- Support for your family life – generous family friendly policies including maternity, paternity, adoption leave.
- Tax-free savings – Access to a cycle to work scheme.
- Special offers and discounts – Access to a range of discounts and exclusive offers through the Civil Service Social Club – Sports and Leisure, the Civil Service Motoring Association, the Civil Service Insurance Society and the Charity for Civil Servants.

## Apply now!

**Enquiries:** If you have any questions about the role, please contact **Louise Yau** on [louise.yau@estyn.gov.uk](mailto:louise.yau@estyn.gov.uk).

**Apply online:** To apply for the role please visit - [JobBoard \(estynpeoplehr.cymru\)](https://estynpeoplehr.cymru).

**Closing date:** 10am on 10 June 2026

**Alternative arrangements or accessible documents:** If you'd like to apply or access this document in an alternative format, please contact us to discuss your requirements.

## Selection process and key dates

You are able to apply in Welsh or English. An application submitted in Welsh will not be treated less favourably than an application submitted in English. Your application may be translated into Welsh or English (depending on the majority language of the panel).

The selection process includes:

- **A sift of applications:** The panel will consider all complete applications. The information you give us in your application is important in deciding whether we will invite you to the next selection stage. Candidates will be assessed at sift on all essential criteria as per the person specification. Desirable criteria will be assessed at sift where there is a strong field of candidates as a second stage after essential criteria have been considered.
- **Assessment and Interview:** Candidates invited to assessment and interview will again be assessed on their skills, experience and behaviours in relation to the person specification. This will take place on Thursday, 18 June The assessment will consist of a written task producing a press release, media handling and content plan.

**Future vacancies and reserve lists:** If you are appointable, but there isn't a suitable post immediately available, we may add you to a reserve list. The reserve list is valid for up to twelve months from the date we confirm the outcome of your application. The outcome email will confirm if you are on a reserve list. If a suitable vacancy occurs during that period, we may recommend you for appointment. We appoint from the reserve list in merit order.

## Artificial Intelligence

Artificial Intelligence (AI) tools can be helpful in various stages of applying for a job. You could use AI as a tool to research Estyn and the job you're applying for. You could also use it to organise your thoughts, refine your writing or to help you prepare for an interview. We are keen to get to know you as a person so you must ensure AI aided content maintains your authenticity.

### You must not use AI tools to:

- Exaggerate qualifications
- Misrepresent your experiences
- Copy and paste generic responses without editing them to ensure they are appropriate for you and the role you are applying for.

### How we use AI

At Estyn, we may use AI to generate ideas for Job Adverts, Job Descriptions, assessments, and interview questions, but we will never use AI tools to make selection or hiring decisions.

## Recruitment principles

Our recruitment processes are based on the principle of selection for appointment on merit on the basis of fair and open competition. We follow the [Civil Service Commission's Recruitment Principles](#).

Our recruitment processes also align with the [civil service code](#), which forms part of the terms and conditions of every civil servant.

The Civil Service Code outlines the core values of the Civil Service:

- Honesty
- Integrity
- Impartiality
- Objectivity

If you feel we have not treated your application under the Principles or the Civil Service Code and you want to make a complaint, in the first instance please contact [Estyn's recruitment team](#).

If you're not satisfied with the response you receive from us, you may be able to ask the [Civil Service Commission](#) to consider your complaint further.