

# Swydd Ddisgrifiad



<b>Cyfadran/Adran</b>	North Wales Science Limited
<b>Adran</b>	Xplore! Canolfan Darganfod Gwyddoniaeth
<b>Teitl y Swydd</b>	Cydlynnydd Marchnata
<b>Yn atebol i</b>	Swyddog Datblygu Busnes

## Prif Atebolrwydd

Bydd y Cydlynnydd Marchnata yn gyfrifol am gydlynu marchnata, cysylltiadau cyhoeddus a chyfathrebiadau allanol ar gyfer Xplore! Canolfan Darganfod Gwyddoniaeth, gan sicrhau y darperir ymgyrchoedd marchnata effeithiol. Diben y rôl yw hyrwyddo cynnyrch a gwasanaethau Xplore! yn effeithiol i ysgolion a chynulleidfaoedd cyhoeddus. Bydd deiliad y swydd yn gyfrifol am sicrhau bod yr holl gyfathrebiadau yn gyson yn nhermau hunaniaeth gorfforaethol a delwedd brand, a goruchwyllo gwefan fywiog, broffesiynol a chyfredol.

Bydd y Cydlynnydd Marchnata yn gyfrifol yn gyffredinol am gynllunio a darparu ymgyrchoedd marchnata creadigol, difyr a bywiog. Bydd yn ofynnol i ddeiliad y swydd werthuso effeithlonrwydd hysbysebion ac ymgyrchoedd marchnata hefyd.

## Tasgau Allweddol

### *RHEOLI BRAND*

Gyda chymorth y Swyddog Datblygu Busnes, byddwch yn datblygu a chynnal hunaniaeth gorfforaethol a phroffil brand i sicrhau y cynhelir delwedd gyhoeddus gyson.

Glynu wrth y safonau mewnol ar gyfer y defnydd o'r Gymraeg, gan gynnwys Cynllun Datblygu'r Gymraeg a Datganiad Sefyllfa Xplore! i gynnal proffil proffesiynol o fewn y gymuned o siaradwyr Cymraeg.

Cynorthwyo â chynhyrchu dogfennau corfforaethol ac adroddiadau rheoli fel bod gwybodaeth farchnata gywir ar gael i'r tîm rheoli a bwrdd o ymddiriedolwyr.

### *MARCHNATA*

Ar y cyd gyda'r Swyddog Datblygu Busnes, byddwch yn datblygu ac adolygu strategaeth farchnata a chyfathrebu i Xplore! sy'n ategu Cynllun Busnes Strategol y sefydliad.

Creu cynlluniau marchnata blynyddol, gyda chymorth y Swyddog Datblygu Busnes a Rheolwr y Ganolfan fel bod ymgyrchoedd marchnata yn cael eu rheoli a chyllidebu'n effeithiol.

Cydlynu, datblygu a gweithredu ymgyrchoedd marchnata penodol i gynnyrch a gwasanaethau Xplore! sy'n ymwneud â'r segmentau marchnad perthnasol:

- Y cyhoedd

- Darparwyr addysg gynradd ac uwchradd
- Grwpiau cymunedol
- cysylltiadau diwydiant STEM

Gwerthuso a monitro ymgyrchoedd marchnata i asesu'r effeithlonrwydd.

Cydlynu casglu a dehongli ymchwil i'r farchnad a data am ddemograffeg cwsmeriaid yn rheolaidd fel y gall lywio'r strategaeth, cynlluniau ac ymgyrchoedd marchnata.

Creu, cyhoeddi a chylchredeg datganiadau prydlon ac eang i'r wasg yn pwysleisio digwyddiadau a llwyddiannau Xplore!

Cyfrannu at wasanaethau dylunio graffeg o'r cychwyn cyntaf hyd at ôl-gynhyrchu ar gyfer ystod o gyhoeddiadau, yn cynnwys taflenni, cylchlythyrau, hysbysebion papur newydd, arwyddion, posterï a llwyfannau digidol.

Caffael a chomisiynu gwasanaethau dylunio graffeg gan sefydliadau trydydd parti yn ôl yr angen er mwyn cynyddu capasiti marchnata.

Monitro a chofnodi gwariant yn gywir i sicrhau y parheir i weithio o fewn cyllideb benodol.

Hysbysebu'n lleol, rhanbarthol a chenedlaethol; ar y cyd â phartneriaid lle bo'n briodol i hyrwyddo cynnyrch a gwasanaethau a chynyddu'r bobl sy'n eu defnyddio.

Defnyddio dulliau gwahanol o farchnata, gan gynnwys defnyddio fideo a ffotograffiaeth i gyrraedd cynulleidfa eang a chynnal delwedd a phroffil ffres.

Cydlynu argraffu a dosbarthu llenyddiaeth marchnata.

Cynhyrchu cyfathrebiadau allanol i ysgolion, y cyhoedd a rhestrau postio arbennig i roi gwybod i gwsmeriaid am y cynigion a'r cynnyrch diweddaraf.

#### *GWEFAN A'R CYFRYNGAU DIGIDOL*

Cynnal, a chreu lle bo'n berthnasol, llwyfannau cyfryngau cymdeithasol Xplore! a gwefannau adolygu defnyddwyr; gan ymateb i adborth cwsmeriaid ac ymholiadau lle bo angen.

Cynhyrchu cynnwys graffeg ac ysgrifenedig o ansawdd uchel i lwyfannau digidol Xplore! i gynnal proffil ffres a bywiog.

Cydlynu'r gwaith o reoli gwefan fywiog, broffesiynol a chyfredol i sicrhau bod gan gwsmeriaid fynediad at wybodaeth gywir a pherthnasol.

#### *RHEOLI CYSYLLTIADAU*

Rhannu gwybodaeth gyda'r tîm Xplore! yn ehangach a gwneud ceisiadau am wybodaeth gan y tîm yn ôl y gofyn ac yn brydlon er mwyn sicrhau bod ein hymgyrchoedd marchnata yn berthnasol a bod staff yn ymwybodol o ymgyrchoedd a chynigion cyfoes y farchnad.

Cynnal perthynas gydweithredol a chadarnhaol â thimau Marchnata a Chyfathrebiadau Prifysgol Glyndŵr Wrecsam i hyrwyddo cyfathrebu da a gweithio mewn partneriaeth ar draws grŵp y brifysgol.

Caffael cyfleoedd marchnata a chynnal ymgyrchoedd hyrwyddo ar y cyd â sefydliadau lleol a rhanbarthol, lle mae synergedd rhwng cynnyrch, cenhadaeth neu weledigaeth.

Cynrychioli Xplore! mewn digwyddiadau allanol yn cynnwys cynadleddau proffesiynol a dirprwyo i'r rheolwr llinell yn ôl yr angen.

## Nodweddion Arbennig

Bydd y rôl yn gofyn i ddeiliad y swydd gael sylw craff i fanylion er mwyn sicrhau bod cynnwys i'w gyhoeddi yn gywir a heb wallau.

Bydd gofyn i chi weithio ar benwythnosau a gyda'r nos o bryd i'w gilydd i ddarparu gwasanaeth marchnata y tu allan i oriau gweithio arferol.

## Dyletswyddau Cyffredinol

Byddwch yn sicrhau bod systemau a gweithdrefnau rheoli priodol ar waith er mwyn bodloni'ch dyletswyddau a'ch cyfrifoldebau iechyd a diogelwch a gynhwysir ym mholisi iechyd a diogelwch y Brifysgol. Yn benodol, byddwch yn sicrhau bod asesiadau risg priodol yn cael eu gwneud yng nghyswllt peryglon sylweddol ac yr ymgymerir ag arolygon diogelwch ar gylchred blynyddol o leiaf ym mhob gweithle o dan eich rheolaeth chi.

Cyfrifoldeb gweithwyr yw gweithredu Polisi Cyfle Cyfartal y Brifysgol yn eu maes cyfrifoldeb eu hunain ac yn eu hymddygiad cyffredinol.

Mae gan yr holl staff gyfrifoldeb i hyrwyddo gofal cwsmer o ansawdd yn eu maes cyfrifoldeb eu hunain.

Disgwylir i ddeiliaid swydd gydymffurfio â'r broses Adolygu Datblygiad Proffesiynol, gan gymryd rhan wrth osod amcanion er mwyn cynorthwyo gyda'r gwaith o fonitro perfformiad a datblygiad yr unigolyn.

Gellir neilltuo dyletswyddau perthnasol cyffelyb eraill sy'n gymesur â gradd y swydd gan y Rheolwr ac mewn cytundeb â deiliad y swydd. Ni ddylid gwrthod cytundeb o'r fath yn afresymol.

Mae'r cyfrifoldebau allweddol sydd wedi'u cynnwys yn y swydd ddisgrifiad hon yn rhai nodweddiadol, nid ydynt yn gynhwysfawr. Gellir addasu dyletswyddau a chyfrifoldebau mewn trafodaeth â deiliad y swydd.

Disgwylir i bob deiliad swydd o fewn Xplore! allu darparu cefnogaeth ar draws pob maes, y tu hwnt i'w tîm agos, yn ôl cais Rheolwr y Ganolfan ac yn gymesur â'u sgiliau, eu gwybodaeth a'u profiad.

## Adolygiad

Mae hwn yn ddisgrifiad o'r swydd ar adeg ei chyhoeddi. Mae'n arfer gan North Wales Science Limited o bryd i'w gilydd i adolygu a diweddarau swydd ddisgrifiadau er mwyn sicrhau eu bod yn adlewyrchu'n gywir natur bresennol swydd a gofynion y busnes ac i ymgorffori newidiadau rhesymol lle bo angen, mewn ymgynghoriad â deiliad y swydd.

# Manyleb Person



**Teitl y Swydd:** Cydlynnydd Marchnata

Er mwyn cael eich rhoi ar y rhestr fer rhaid i chi arddangos eich bod yn bodloni'r holl feini prawf hanfodol a hynny o'r meini prawf dymunol ag sy'n bosib. Pan fydd gennym nifer fawr o geisiadau sy'n bodloni'r holl feini prawf hanfodol, byddwn wedyn yn llunio'r rhestr fer gan ddefnyddio'r meini prawf dymunol.

## Meini Prawf Dethol

Priodoleddau	Eitem	Meini Prawf Perthnasol	Dull Adnabod	Pwysigrwydd	
1	Sgiliau a Gallu	1.1	Sgiliau cyfathrebu rhagorol.	Ff/C	H
		1.2	Sgiliau trefnu a gweinyddol rhagorol.	Ff/C	H
		1.3	Gallu blaenoriaethu a rheoli eu llwyth gwaith eu hunain.	Ff/C	H
		1.4	Gallu siarad Cymraeg, neu barodrwydd i ddysgu.	Ff/C	H
		1.5	Sgiliau cyfrifiadurol da ac ymwybyddiaeth o gyfryngau newydd fel offer cyfathrebu.	Ff/C	H
		1.6	Gallu cynrychioli Xplore! yn annibynnol mewn cyfarfodydd a chynadleddau allanol.	C	H
2	Gwybodaeth Gyffredinol ac Arbenigol	2.1	Gwybodaeth gyffredol a phrofiad o ystod o gyfryngau cymdeithasol a meddalwedd gweinyddol.	Ff/C	H
		2.2	Dealltwriaeth o nodau ac amcanion canolfannau gwyddoniaeth, canolfannau ymwelwyr, amgueddfeydd, neu elusennau sy'n wynebu'r cyhoedd.	C	D
3	Addysg a Hyfforddiant	3.1	Gradd gyntaf mewn disgyblaeth yn gysylltiedig â marchnata a/neu Dystysgrif CIM gyfwerth mewn Marchnata Proffesiynol.	Ff/T	D

4	Profiad Perthnasol	4.1	2 flynedd a mwy o brofiad perthnasol mewn maes yn gysylltiedig â marchnata.	Ff/C	H
		4.2	Gallu defnyddio meddalwedd dylunio megis Canva ac Adobe Creative Suite; a meddalwedd fideo megis Audacity ac Open broadcasting software (OBS).	Ff/C	D
		4.3	Profiad o baratoi adroddiadau ysgrifenedig ffurfiol.	Ff/C	D
		4.4	Profiad o gyfrannu at gynlluniau marchnata ac ymgyrchoedd marchnata.	Ff/C	D
5	Gofynion Arbennig	5.1	Profiad o weithio mewn canolfannau gwyddoniaeth, canolfannau ymwelwyr neu amgueddfeydd.	Ff/C	D
		5.2	Angerdd neu ddiddordeb brwd yn un o feysydd pwnc STEM (Gwyddoniaeth, Technoleg neu Beirianeg, a Mathemateg).	C	H
<b>Dyddiad Adolygu</b>					

<b>Allwedd</b>	<b>Dull Adnabod</b>	<b>Ff</b>	Ffurflen Gais
		<b>C</b>	Cyfweliad
		<b>P</b>	Prawf
		<b>T</b>	Copi o Dystysgrifau
		<b>Rh</b>	Rhoi Cyflwyniad
		<b>G</b>	Asesiad Grŵp
	<b>Pwysigrwydd</b>	<b>H</b>	Hanfodol
		<b>D</b>	Dymunol

## Job Description



<b>Faculty/Department</b>	North Wales Science Limited
<b>Section</b>	Xplore! Science Discovery Centre
<b>Job Title</b>	Marketing Coordinator
<b>Reports To</b>	Business Development Officer

### Principal Accountabilities

The Marketing Coordinator will be responsible for coordinating marketing, PR and external communications for Xplore! Science Discovery Centre, ensuring delivery of effective marketing campaigns. The purpose of the role is to deliver effective promotion of Xplore!'s products and services to schools and public audiences. The post holder will be responsible for ensuring all communications are consistent in terms of corporate identity and brand image, and for overseeing a current, professional and vibrant website.

The Marketing Coordinator will take responsibility for the overall planning and delivery of vibrant, engaging, and creative marketing campaigns. The post holder will also be required to evaluate the efficacy of marketing campaigns and promotions.

### Key Tasks

#### *BRAND MANAGEMENT*

Develop and maintain with the support of the Business Development Officer the corporate identity and brand profile to ensure a consistent public image is maintained.

Adhere to the internal standards set for the use of the Welsh language, including Xplore!'s Welsh Language Development Plan and Position Statement to maintain a professional profile within the Welsh speaking community.

Assist in the production of corporate documents and management reports so that accurate marketing information is available to the management team and board of trustees.

#### *MARKETING*

In conjunction with the Business Development Officer, develop and review a marketing and communications strategy for Xplore! that complements the organisation's Strategic Business Plan.

Create annual marketing plans, with the support of the Business Development Officer and the Centre Manager so that marketing campaigns are managed and budgeted effectively.

Coordinate, develop and implement specific marketing campaigns for Xplore! products and services related to the relevant market segments:

- General public
- Primary & secondary education providers
- Community groups
- STEM Industry contacts

Evaluate and monitor marketing campaigns to ascertain the efficacy.

Coordinate the regular collection and interpretation of market research and customer demographic data so that it can inform the marketing strategy, plans, and campaigns.

Create, publish and circulate prompt and wide-ranging press releases to highlight events and successes of Xplore!

Contribute to graphic design services from conception to post-production for a range of publications, including leaflets, newsletters, newspaper adverts, signage, posters and digital platforms.

Source and commission graphic design services from third party organisations as necessary in order to increase marketing capacity.

Monitor and record expenditure accurately to ensure working within a set budget is maintained.

Undertake local, regional and national advertising; in conjunction with partners where appropriate to promote products and services and maximise uptake.

Utilise different methods of marketing, including the use of video and photography to reach a wide audience and maintain a fresh image and profile.

Coordinate the printing and distribution of marketing literature.

Generate external communications to schools, the general public and specified mailing lists to update customers on the latest offers and products.

#### *WEBSITE AND DIGITAL MEDIA*

Maintain, and create where relevant, Xplore!'s accounts on social media platforms and user-review websites; responding to customer feedback and queries where necessary.

Produce high-quality written and graphic content for Xplore!'s digital platforms to maintain a bright and fresh profile.

Coordinate the management of a current, professional and vibrant website to ensure that customers have access to accurate and relevant information.

#### *RELATIONSHIP MANAGEMENT*

Share information with the wider Xplore! team and request information from the team as necessary in a timely manner to ensure marketing campaigns are relevant and that staff are aware of current marketing offers and campaigns.

Maintain a positive and collaborative relationship with Wrexham Glyndŵr University's Marketing and Communications teams to promote good communication and partnership working across the university group.

Source joint marketing opportunities and co-promotion campaigns with local and regional organisations with which there is a synergy of product, mission or vision.  
Represent Xplore! at external events including professional conferences and deputise for line manager as required.

## Special Features

This role will require the post holder to have a high attention to detail in order to ensure content for publication is accurate and error free.

The post will require occasional weekend and evening work to provide marketing coverage of events outside of normal working hours.

## General Duties

You will ensure that appropriate management systems and procedures are in place to meet your health and safety duties and responsibilities contained within the University's health and safety policy. In particular, you will ensure that appropriate risk assessments are carried out in respect of significant hazards, and that safety inspections are undertaken on at least an annual cycle in each workplace under your control.

It is the responsibility of employees to apply the University's Equal Opportunities Policy in their own area of responsibility and in their general conduct.

All staff have a responsibility for promoting high levels of customer care within their own areas of responsibility.

Post holders are expected to co-operate with the Professional Development Review (PDR) process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with the post holder. Such agreement should not be unreasonably withheld.

The key responsibilities contained in this job description are indicative not exhaustive. Duties and responsibilities may be altered in discussion with the post holder.

All post-holders within Xplore! are expected to be able to provide support across all areas, beyond their immediate team, as requested by the Centre Manager and commensurate with their skills, knowledge and experience.

## Review

This is a description of the job at the time of issue. It is North Wales Science Limited's practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the job and requirements of the business and to incorporate reasonable changes where required, in consultation with the job holder.



# Person Specification



**Job Title:** Marketing Coordinator

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.

Selection Criteria					
Attributes		Item	Relevant Criteria	Identification Method	Rank
1	Skills & Abilities	1.1	Excellent communication skills.	A/I	E
		1.2	Excellent organisational and administrative skills.	A/I	E
		1.3	Ability to prioritise and manage own workload.	A/I	E
		1.4	Ability to speak, or willingness to learn Welsh.	A/I	E
		1.5	Computer literacy and awareness of new media as communications tools.	A/I	E
		1.6	Capability of independently representing Xplore! at external meetings and conferences.	I	E
2	General & Specialist Knowledge	2.1	A working knowledge and experience of a range of social media and administrative software.	A/I	E
		2.2	Understanding of the aims and objectives of science centres, visitor centres, museums, or public-facing charities.	I	D
3	Education & Training	3.1	A first degree in a marketing-related discipline and/or an equivalent CIM Professional Certificate.	A/C	D
4	Relevant Experience	4.1	2+ year's relevant experience in a marketing-related field.	A/I	E
		4.2	Proficient in the use of design software such as Canva and Adobe Creative Suite; and of video software such as Audacity and Open broadcasting software (OBS).	A/I	D

		4.3	Experience of preparing formal written reports.	A/I	D
		4.4	Experience of contributing to marketing plans and marketing campaigns.	A/I	D
5	Special Requirements	5.1	Experience of working in science centres, visitor centres or museums.	A/I	D
		5.2	A passion or keen interest in a subject area within STEM (Science, Technology or Engineering, and Maths).	I	E
<b>Date of Revision</b>					

<b>Key</b>	<b>Identification Method</b>	<b>A</b>	Application Form
		<b>I</b>	Interview
		<b>T</b>	Test
		<b>C</b>	Copy of Certificates
		<b>P</b>	Presentation
		<b>G</b>	Group Assessment
	<b>Rank</b>	<b>E</b>	Essential
		<b>D</b>	Desirable