

Sound Radio CIC



COMMUNITY LIAISON OFFICER APPLICANT INFORMATION PACK

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July 2024



SOUND RADIO CIC

Co Number 10733369

28 Penisaf Avenue

Towyn

Conwy LL22 9LN

Welcome from the Chair, Gary Carr

Thank you for taking the time to enquire about our current vacancy for a Community Liaison Officer for Sound Radio. I hope you find the information that you are looking for to enable you to develop an understanding of the atmosphere, vision, ethos and aims of Sound Radio.

Please take some time to read the information below and should you have any questions please do not hesitate to contact me for an informal chat via our message system on our website.

Sound Radio Wales is a community-based radio station dedicated to providing great sound. We are based in Towyn, Conwy County, North Wales. We are fully focused on our locality which is run by people from the local community for the community and offer a 24/7 FM/streaming radio service for the North Wales coast.

Sound Radio Wales is a not-for-profit company giving volunteers of all ages in the community the opportunity to learn and produce creative content such as live radio, podcasting, and more to increase their own skill set in a fully working environment.

In December 2019, we were delighted to be awarded the FM community radio licence from Ofcom, to broadcast within Conwy County which includes Towyn, Kinmel Bay, Pensarn, Abergele, Rhyl, Prestatyn and surrounding towns and villages of the Vale of Clwyd. We currently broadcast over 84 hours of locally produced programming each week.

During the day we host a mixture of music and chat, including in-depth conversation on local and national issues. We highly encourage interaction with listeners using all social media platforms, via our website to create engaging discussion. I firmly believe it is important to us to be very in tune with older people and the youth in our area. With ongoing changes politically and regeneration of the area it is essential for the future of the community to be heard, this is done by hosting programmes targeted for their views and interests.

I hope that reading through the information pack, visiting our website and social media platforms you will be encouraged to apply for the position of community liaison officer.

Thank you for your interest in this post and I look forward to hearing from you very soon.

Yours faithfully

Gary Carr

Chair, Sound Radio C.I.C.

The Advert



Are looking to recruit a

COMMUNITY LIAISON OFFICER

This role is for an experienced individual to engage with our community (local organisations with a national presence, local charities, volunteer groups, social groups and organisations and interested individuals).

The successful applicant will be responsible for supporting the development and delivery of a coordinated approach through creating, developing, and building relationships with local organisations that would benefit from the use of community radio to raise their profile.

The ideal candidate will be someone who is a self-starter and able to manage deadlines, be proficient in all aspects of ICT and be a strong team player.

We offer:

A contract of 28 hours per week for the first year dependent on future funding stream

A hourly rate of £11.50

Laptop

Travel and Fuel Allowance

Working with a committed and friendly volunteer team

Contributory Pension Provision

How to Apply

How to apply:

Please read through the information in the pack carefully and please do not hesitate to contact us by email if you would like to arrange a pre-application visit – we strongly welcome this. If you cannot make a visit, then please feel free to phone us to talk about the post.

Visits to the studio or an informal confidential discussion can be arranged via Gary Carr at info@soundradio.com or on by text and Whats App on 07300 66 33 81

You should ensure that you have completed all sections of the application form.

Please submit your letter of application with no more than two A4 sides, plus your application form to Gary Carr at info@soundradio.com or by post to Sound Radio, 38 Penisaf Avenue, Towyn, Conwy, LL22 9HU by **9am Monday 16th September 2024**.

As this role may involve meeting and dealing with children we at Sound Radio are committed to safeguarding children. The successful applicant will require an enhanced DBS check and will be required to disclose any previous spent convictions or cautions.

The Job Description

Sound Radio - The mission is to:

Produce local news content and entertaining radio that highlights our vibrant community. Undertake event based outside broadcasts and radio workshops in the community to give a wider voice to and build a wider sense of community. Striving to build working relationships with a variety of local organisations with the aim of creating a sense of community that will be brought closer to local services and groups that would not normally be able to create effective awareness of their activities on any local commercial station due to their increasing remoteness and cost implications.

The Role

Key priority area: Building Positive Relationships with The Local Community

This role is for an experienced individual to engage with our community (local organisations with a national presence, local charities, volunteer groups, social groups and organisations and interested individuals). The role will share our community story and support the Board's efforts to ensure the aims stated in our mission statement above are met.

The role is responsible for supporting the development and delivery of a coordinated approach through creating, developing and building relationships with local organisations that would benefit from the use of community radio to raise their profile.

Job Purpose

Community Liaison Officer

- 1- To reach out and develop effective relationships with the local community and organisations and to identify and encourage opportunities where the use of community radio to raise their profile that would be mutually beneficial.
- 2- To identify opportunities within the Sound Radio programme schedule that would enable the inclusion of content/input from the local community and liaise with the presenter and programme to create meaningful and purposeful contribution for the listening audience.
- 3- In conjunction with the local community utilise the facilities of Sound Radio to promote community inclusion, well-being and cohesion.
- 4- To develop a strategy to secure the on-going funding of the role of the Community Liaison Officer
- 5- The development of a series of outside broadcasts/roadshows from each or the major towns in our broadcast area that will enhance the profile of Sound Radio as a local community radio station.

- 6- To develop an 'official broadcaster' initiative that would centre around giving support to a series of local events/activities/festivals that would raise awareness of each event and highlight cultural diversity within our broadcast area.

Key relationships and Reporting to:

- The chairman
- ▪ Board of Directors
- ▪ Employment Committee

The Person Specification

Qualifications, Knowledge & Experience Required

Essential

Relevant work experience in a business environment.

Industry experience in marketing and communications

Experience developing marketing campaigns and techniques. Understanding of social media platforms.

Familiarity with Sound Radio broadcast region

Excellent written and oral communication skills, and attention to detail.

Appreciates the role of the Welsh Language within the local area.

Excellent relationship development and self-management skills

Ability to work collaboratively, follows instructions and seeks clarity.

Excellent organisational skills and ability to manage time effectively.

Ability/Experience of Microsoft Office to intermediate level

Desirable

Post 18 Education, HNC, HND, Degree or professional qualifications.

Experience in community engagement roles and some knowledge of community radio

Experience of working with social media campaigns using a variety of platforms

Extensive knowledge of the communities in the Sound Radio broadcast region.

Understanding of grant writing and assessment procedures

Ability to use incidental/ conversational Welsh.

Proactive, uses initiative and has a pragmatic approach to problem solving.

Ability to use software programs pertinent to the organisation.

