



Application Brief Policy and Media Officer

ash wales
cymru
action on smoking and health

   @ashwalescymru  ash.wales

Action on Smoking and Health (ASH) Wales Cymru is a registered charity (1120834)

About ASH Wales

Our mission is to achieve a smokefree Wales by working for strong tobacco control policy. We work to raise awareness of the health, social and economic effects of smoking by working with communities, young people and partners across Wales.

We work on projects, campaigns and policy in order to achieve a reduction in, and eventual elimination of, the health problems associated with smoking and tobacco use.

We're experienced and knowledgeable about tobacco control and smoking issues, and we're happy to share our experience with others. We are involved in a wide range of activities including coordinating professional networks to bring together people in Wales working in tobacco control.

Our key activities

- Communicate the issues relating to smoking and tobacco use in Wales
- Build effective networks of interested parties working in tobacco control in Wales
- Provide support and advocacy to individuals and projects in the tobacco control arena, and to those who are not adequately represented in public health policy or practice
- Lobby for public health measures to protect the health of all people in Wales from the harm caused by smoking and tobacco
- Research and develop policy and projects in the areas of smoking and tobacco control



Job Description

Position:	Policy and Media Officer
Salary	£27,000-30,000
Contract	Full-time
Location	Home-based in South Wales, with travel across Wales as required
Responsible to:	Chief Executive Officer

Purpose of the role

At this pivotal moment, when landmark legislation is advancing to create a Smokefree generation, we are seeking someone who can help us realise this ambitious vision.

This role combines policy, media relations, and campaign support. We are a small organisation where flexibility and adaptability are key. The Policy and Media Officer will:

- Shape and amplify ASH Wales' voice through high-impact engagement with stakeholders, media, and the public.
- Ensure ASH Wales remains a trusted, credible, and influential organisation through evidence-based policy positions on tobacco and vaping control issues.
- Drive forward media and communications activity that increases awareness of the health, social and economic harms caused by smoking and tobacco use.



Key skills knowledge and experience

- Experience in media, policy, or public affairs.
- Strong writing ability with conciseness and accuracy.
- Experience of working with the media and securing PR coverage.
- Understanding of public health issues, ideally tobacco control, and the wider third sector.
- Ability to develop and maintain effective working relationships with organisations and individuals with differing perspectives.
- Confident communicator with experience of presenting and public speaking to a range of audiences.
- A collaborative team player, motivated to contribute within a small but ambitious charity.

Key duties and responsibilities

- Develop and deliver ASH Wales' media and public affairs programme, including press releases, campaigns, and engagement with journalists.
- Support ASH Wales as the expert voice on tobacco and vaping control, ensuring evidence-based contributions to public debate.
- Draft policy recommendations, briefings, position statements and consultation responses.
- Monitor emerging trends in tobacco and vaping policy to inform organisational positions.
- Build and maintain effective relationships with key decision makers, Senedd Members, civil servants, health organisations, and community stakeholders.
- Lead the Secretariat function for the Wales Tobacco Control Alliance, the Cross Party Group and the Wales Tobacco or Health Network.
- Publicise ASH Wales' policy and campaign messages through news articles, digital channels, and briefings.
- Represent ASH Wales at external events, including media interviews, conferences, and stakeholder meetings.
- Support project delivery and contribute to organisational campaigns and events as needed.

As a member of ASH Wales staff, you are expected to

- Positively support equality of opportunity and equity of treatment to colleagues in accordance with Equal Opportunities legislation
- Help to maintain a safe working environment by: attending training in health and safety requirements as necessary, both on appointment and as changes in duties and techniques demand
- Follow local codes of safe working practices
- Undertake such other duties within the scope of the post as may be required by the Chief Executive

Person Specification

Education/Qualifications	Essential	Desirable
Degree in a relevant field		X
Training in media handling, PR or public affairs		X
Experience		
Experience in media, policy or public affairs in a charity, public sector, research or agency setting	X	
Track record of drafting briefings, press releases, consultation responses and similar outputs	X	
Experience of working with journalists and securing coverage.	X	
Experience presenting to varied audiences and contributing to public debate	X	
Experience building productive relationships with stakeholders	X	
Experience in tobacco control or wider public health		X
Skills, knowledge and experience		
Excellent written and verbal communication skills for multiple audiences	X	
Understanding of how policy is developed and influenced in Wales/UK	X	
Ability to use digital platforms for media and campaign activity	X	
Ability to develop and maintain networks	X	
Working knowledge of Senedd processes and government consultations		X
Accuracy and attention to detail	X	
Knowledge of public health and third sector context		X
Working knowledge of Senedd processes and government consultations		X
Ability to handle reactive media enquiries and manage communications under pressure	X	
Personal characteristics/other requirements		
Excellent interpersonal skills and ability to work as a member of a team	X	
Ability to work in an organised manner	X	
Ability to meet tight deadlines, to manage competing priorities and to work independently	X	
Ability to adhere to strict confidentiality rules	X	
Ability to speak Welsh		X
Eligible to work in the UK	X	

Response Instructions

How to apply

Send your CV and cover letter to suzanne@ashwales.org.uk. Applications will not be processed unless all essential criteria are met. A DBS check may be required. The closing date for this role will be 7th July 2026.

Person specification:

The person specification describes the skills, experience, abilities and other factors we shall be looking for when selecting applicants. Please read this carefully and address how you fulfill each point on the specification giving concrete evidence of your skills and experience





Briff Cais Swyddog Polisi a Chyfyngau

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Gweithredu ar Ysmegu ac Iechyd (ASH) Cymru yn elusen gofrestredig (1120834)

Am ASH Cymru

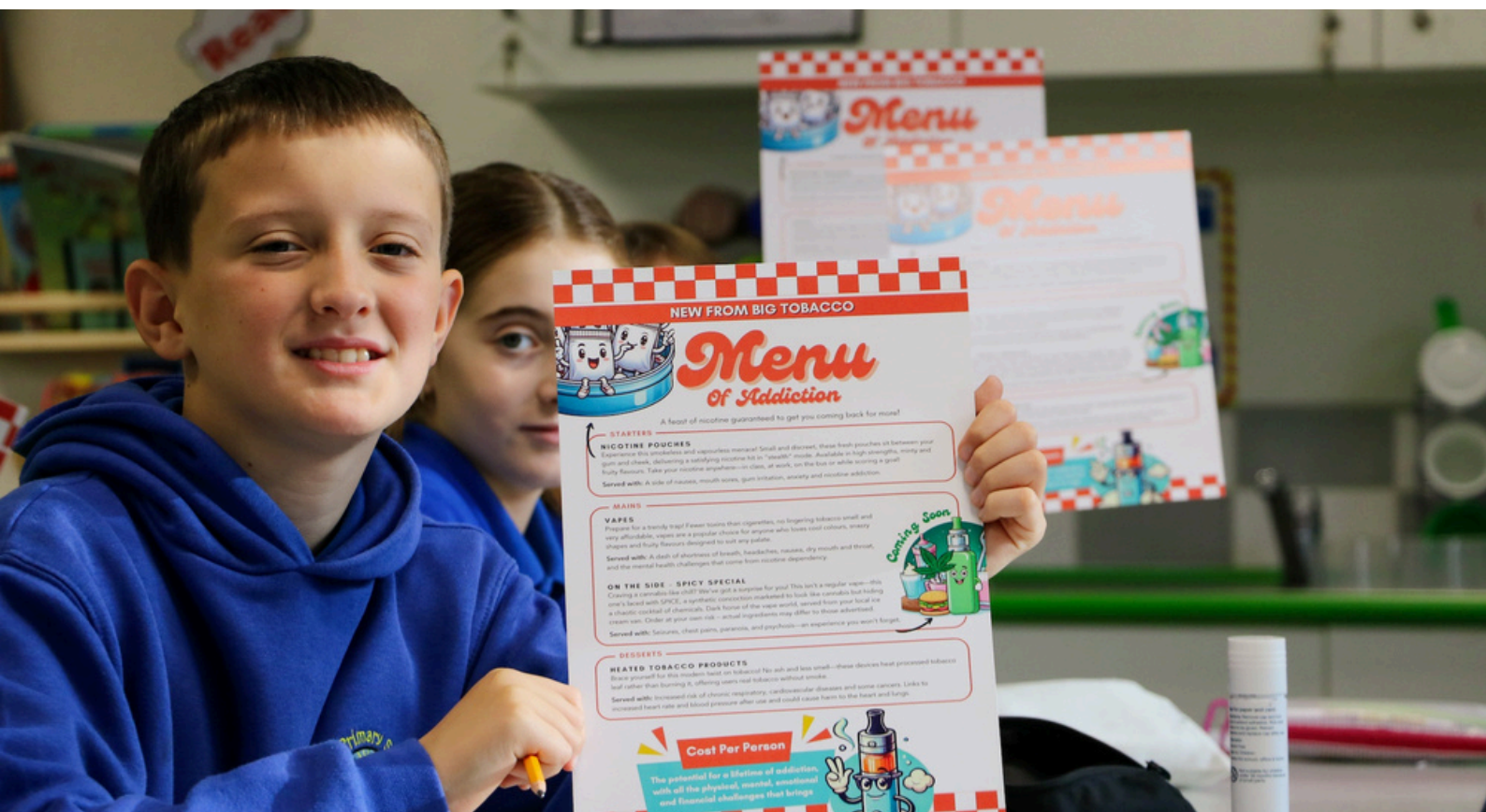
Ein cenhadaeth yw sicrhau Cymru ddi-fwg drwy weithio dros bolisi rheoli tybaco cryf. Rydym yn gweithio i godi ymwybyddiaeth o effeithiau iechyd, cymdeithasol ac economaidd ysmegu drwy weithio gyda chymunedau, pobl ifanc a phartneriaid ledled Cymru.

Rydym yn gweithio ar brosiectau, ymgyrchoedd a pholisi er mwyn lleihau'r problemau iechyd sy'n gysylltiedig ag ysmegu a'r defnydd o dybaco, a'u dileu yn y pen draw.

Rydym yn brofiadol ac yn wybodus am faterion rheoli tybaco a smegu, ac rydym yn hapus i rannu ein profiad ag eraill. Rydym yn ymwneud ag ystod eang o weithgareddau gan gynnwys cydlynu rhwydweithiau proffesiynol i ddod â phobl yng Nghymru sy'n gweithio ym maes rheoli tybaco ynghyd.

Ein gweithgareddau allweddol

- Cyfleu'r materion sy'n ymwneud ag ysmegu a defnyddio tybaco yng Nghymru
- Adeiladu rhwydweithiau effeithiol o bartïon â diddordeb sy'n gweithio ym maes rheoli tybaco yng Nghymru
- Darparu cefnogaeth ac eiriolaeth i unigolion a phrosiectau ym maes rheoli tybaco, ac i'r rhai nad ydynt yn cael eu cynrychioli'n ddigonol mewn polisi neu arfer iechyd cyhoeddus
- Lobïo am fesurau iechyd cyhoeddus i ddiogelu iechyd pawb yng Nghymru rhag y niwed a achosir gan ysmegu a thybaco
- Ymchwilio a datblygu polisi a phrosiectau ym meysydd ysmegu a rheoli tybaco



Disgrifiad swydd

Swydd:	Swyddog Polisi a Chyfryngau
Cyflog:	£27,000-£30,000
Cytundeb:	Llawn-amser
Lleoliad:	Gweithio o gartref yn Ne Cymru, gyda theithio ledled Cymru yn ôl y galw
Yn adrodd i:	Prif Weithredwr

Pwrpas y rôl

Ar y foment allweddol hon, wrth i ddeddfwriaeth arloesol symud ymlaen i greu cenhedlaeth Ddi-fwg, rydym yn chwilio am rywun a all ein helpu i wireddu'r weledigaeth uchelgeisiol hon.

Mae'r rôl yn cyfuno polisi, cysylltiadau cyfryngau a chefnogaeth ymgyrchoedd. Rydym yn sefydliad bach lle mae hyblygrwydd ac addasrwydd yn allweddol. Bydd y Swyddog Polisi a Chyfryngau yn:

- Llunio a chryfhau llais ASH Cymru drwy ymgysylltu effaith uchel â rhanddeiliaid, y cyfryngau a'r cyhoedd.
- Sicrhau bod ASH Cymru yn parhau'n sefydliad dibynadwy, credadwy a dylanwadol drwy safbwyntiau polisi sy'n seiliedig ar dystiolaeth ar faterion rheoli tybaco a anweddyddion.
- Gyrru gweithgarwch cyfryngau a chyfathrebu sy'n cynyddu ymwybyddiaeth o'r niwed iechydol, cymdeithasol ac economaidd a achosir gan ysmegu a defnydd tybaco.



Sgiliau allweddol, gwybodaeth a phrofiad

- Profiad ym maes y cyfryngau, polisi neu faterion cyhoeddus.
- Sgiliau ysgrifennu cryf, yn gryno ac yn gywir.
- Profiad o weithio gyda'r cyfryngau a sicrhau sylw PR.
- Dealltwriaeth o faterion iechyd y cyhoedd, yn ddelfrydol rheoli tybaco, a'r trydydd sector ehangach.
- Y gallu i ddatblygu a chynnal perthnasau gwaith effeithiol ag unigolion a sefydliadau â safbwyntiau amrywiol.
- Cyfathrebwr hyderus, gyda phrofiad o gyflwyno ac areithio i amryw o gynulleidfaoedd.
- Chwaraewr tîm cydweithredol, wedi'i ysgogi i gyfrannu o fewn elusen fach ond uchelgeisiol.

Dyletswyddau a chyfrifoldebau allweddol

- Datblygu a chyflwyno rhaglen cyfryngau a materion cyhoeddus ASH Cymru, gan gynnwys datganiadau i'r wasg, ymgyrchoedd ac ymgysylltu â newyddiadurwyr.
- Cefnogi ASH Cymru fel y llais arbenigol ar reoli tybaco ac anweddyddion, gan sicrhau cyfraniadau sy'n seiliedig ar dystiolaeth i'r drafodaeth gyhoeddus.
- Llunio argymhellion polisi, briffiau, datganiadau safbwynt ac ymatebion i ymgynghoriadau.
- Monitro tueddiadau sy'n dod i'r amlwg ym maes polisi tybaco ac anweddyddion i lywio safbwyntiau'r sefydliad.
- Adeiladu a chynnal perthnasau effeithiol â phrif benderfynwyr, Aelodau'r Senedd, gweision sifil, sefydliadau iechyd a rhanddeiliaid cymunedol.
- Arwain y swyddogaeth Ysgrifenyddol ar gyfer Cynghrair Rheoli Tybaco Cymru, y Grŵp Trawsbleidiol a Rhwydwaith Tybaco neu Iechyd Cymru.
- Cyhoeddi negeseuon polisi ac ymgyrchu ASH Cymru drwy erthyglau newyddion, sianeli digidol a sesiynau briffio.
- Cynrychioli ASH Cymru mewn digwyddiadau allanol, gan gynnwys cyfweiliadau â'r cyfryngau, cynadleddau a chyfarfodydd rhanddeiliaid.
- Cefnogi cyflawni prosiectau a chyfrannu at ymgyrchoedd a digwyddiadau'r sefydliad yn ôl yr angen.

Fel aelod o staff ASH Cymru, disgwylir i chi:

- Cefnogi cyfle cyfartal a thriniaeth gyfartal i gydweithwyr yn gadarnhaol yn unol â deddfwriaeth Cyfle Cyfartal
- Helpu i gynnal amgylchedd gwaith diogel trwy: fynychu hyfforddiant mewn gofynion iechyd a diogelwch yn ôl yr angen, ar apwyntiad ac yn ôl y galw am newidiadau mewn dyletswyddau a thechnegau
- Dilyn codau lleol o arferion gweithio diogel
- Ymgymryd â dyletswyddau eraill o fewn cwmpas y swydd fel y bo'n ofynnol gan y Prif Weithredwr

Manyleb Person

Addysg/Cymwysterau	Hanfodol	Dymunol
Gradd mewn maes perthnasol		X
Hyfforddiant mewn trin y cyfryngau, PR neu faterion cyhoeddus		X
Profiad		
Profiad ym maes y cyfryngau, polisi neu faterion cyhoeddus mewn elusen, sector cyhoeddus, ymchwil neu asiantaeth	X	
Profiad o baratoi briffiau, datganiadau i'r wasg, ymatebion i ymgynghoriadau a deunydd tebyg	X	
Profiad o weithio gyda newyddiadurwyr a sicrhau sylw yn y cyfryngau	X	
Profiad o gyflwyno i gynulleidfaoedd amrywiol a chyfrannu at drafodaeth gyhoeddus	X	
Profiad o adeiladu perthnasau effeithiol gyda rhanddeiliaid	X	
Profiad ym maes rheoli tybaco neu iechyd y cyhoedd		X
Sgiliau, gwybodaeth a phrofiad		
Sgiliau cyfathrebu ysgrifenedig a llafar rhagorol ar gyfer sawl cynulleidfa	X	
Dealltwriaeth o sut mae polisi'n cael ei lunio a'i ddylanwadu yng Nghymru/DU	X	
Y gallu i ddefnyddio plattfformau digidol ar gyfer y cyfryngau ac ymgyrchoedd	X	
Y gallu i ddatblygu a chynnal rhwydweithiau	X	
Cywirdeb a sylw i fanylion	X	
Gwybodaeth am iechyd y cyhoedd a'r Trydydd Sector		X
Gwybodaeth am brosesau'r Senedd ac ymgynghoriadau'r llywodraeth		X
Y gallu i drin ymholiadau cyfryngau brys a rheoli cyfathrebu dan bwysau	X	
Y gallu i gynllunio ymgyrchoedd cyfryngau rhagweithiol a datblygu syniadau stori	X	
Nodweddion personol/gofynion eraill		
Sgiliau rhyngpersonol ardderchog a'r gallu i weithio fel aelod o dîm	X	
Y gallu i weithio'n drefnus	X	
Y gallu i gwrdd â therfynau amser tynn, i reoli blaenoriaethau sy'n cystadlu â'i gilydd ac i gweithio'n annibynnol	X	
Y gallu i gadw at reolau cyfrinachedd llym	X	
Y gallu i siarad Cymraeg		X
Yn gymwys i weithio yn y DU	X	

Cyfarwyddiadau Ymateb

Sut i wneud cais

Anfonwch eich CV a llythyr eglurhaol at suzanne@ashwales.org.uk. Ni chaiff ceisiadau eu prosesu oni bai bod yr holl feini prawf hanfodol yn cael eu bodloni. Gellir gofyn am wiriad DBS. Y dyddiad cau ar gyfer y rôl hon fydd 7fed Gorffennaf.

Manyleb person:

Mae'r fanyleb person yn disgrifio'r sgiliau, profiad, galluoedd a ffactorau eraill y byddwn yn edrych amdanynt wrth ddewis ymgeiswyr. Darllenwch hwn yn ofalus a rhowch sylw i sut yr ydych yn cyflawni pob pwynt ar y fanyleb gan roi tystiolaeth gadarn o'ch sgiliau a'ch profiad

