

RECRUITMENT PACK

Website and Content Lead

Pro rata: £28,000

15 hrs part-time salary: £11,200

Closing date for applications: 10th May 2026

Siwmai Hello

This recruitment information pack is designed to provide you with details regarding a new and exciting opportunity we have within Practice Solutions on our Communications Team. The pack will also tell you about the people you'll be working with, as well as giving you an insight into our organisation and work.

If you require this information in the Welsh language, please get in touch.

**Where
we make
a difference**

Social Care
Health Care
Public Services
Voluntary Sector

Our Organisation

For over 20 years, Practice Solutions has provided bespoke consultancy, engagement and digital services to the health and care sectors of Wales.

We're all about people. Our people are at the heart of our business and our success. As a company, we are constantly growing and developing to be the best that we can in supporting organisations and communities to thrive.

We are proud to be a Welsh organisation that is a leading, value-based consultancy, operating across sectors in Wales and the UK. Our experience is enhanced by our range of expertise, from leadership, organisational development and transformation change to digital and creative services, public engagement and communications.

Our current portfolio of work brings us into contact with service users, Third Sector organisations, Housing Associations, Local Health Boards, Welsh Government and every local authority in Wales.



The role: **Website and Content Lead**

 **Work Hours**
15 hours flexible

Your purpose

You will lead the day-to-day management, development and performance of Practice Solutions' website, key client websites, and support core content channels.

This role is primarily focused on ensuring the websites we manage are clear, up to date, user-focused and aligned to business priorities, alongside delivering high-quality content that communicates the impact of our work.

You will work as part of the Partnership Team to ensure a consistent, professional and effective approach to communications across Practice Solutions and key client projects.

Core responsibilities

Website Management

- Website management and development (primary focus)
- Lead on strategic website structure, navigation and user journeys, improving usability and accessibility
- Lead the day-to-day management of all Practice Solutions and client websites, supported by the Digital Marketing Assistant
- Maintain and update content using CMS platforms (e.g. WordPress)
- Ensure all website content is accurate, current and aligned to organisational priorities
- Work developing briefs with external developers (e.g. Webbox) to deliver updates and improvements
- Support the ongoing development of the website as a business development and reputation tool
- Ensure all content meets Welsh language and accessibility requirements.

Content planning and deliverys

- Develop and manage a practical website content plan, aligned to organisational priorities and campaigns
- Create and publish clear, engaging website and social content including news stories, case studies, project pages, reports and resources
- Work with colleagues to translate complex work into accessible, audience-focused content
- Ensure consistency in tone, messaging and brand across all content
- Support content development across key channels, including newsletters, socials and client communications.

The role: Website and Content Lead

Client and organisational communications

- Lead on delivery of key channels such as the ADSS website for projects
- Support the Communications and Engagement Manager with the delivery of the ADSS Cymru newsletter and campaign content
- Provide practical communications support to client projects, ensuring outputs are clear, accessible and high quality
- Support the team with key client and in-house events, including ADSS Cymru's flagship annual conference, the National Social Care Conference.

Performance, insight and improvement

- Monitor and report monthly on website performance (Google Analytics and Plausible), identifying areas for improvement
- Use data and feedback to continuously improve content and user experience
- Implement and maintain SEO best practice, including metadata, page structure and optimisation

- Contribute to regular reporting on communications activity and impact.

Wider communications support (secondary)

- Contribute to social media planning and content
- Support delivery of newsletters, blogs and other channels where needed
- Work collaboratively across the Partnership Team to deliver a coordinated approach to communications
- Support our events strategy, developing marketing collateral
- Attendance at key strategic events throughout the year
- Support engagement activities where required, including on client projects and engagement with our associates.



Person specification

How to apply

Send a covering email outlining why you are applying for the role and your relevant skills and experience, as well as your CV, to recruitment@practicesolutions-ltd.co.uk to apply.



Your skills, knowledge, and experience

- *Proven experience managing websites and CMS platforms (e.g. WordPress)*
- *Strong understanding of user experience, accessibility and SEO*
- *Experience using Google Analytics or similar tools*
- *Excellent writing, editing and proofreading skills*
- *Ability to turn complex information into clear, engaging and creative content*
- *Experience working across multiple projects and priorities*
- *Strong collaboration and stakeholder engagement skills*



Desirable

- *Understanding of Welsh language standards and accessibility requirements*
- *Basic design skills – Canva / Adobe*
- *Welsh language speaker*



Sometimes, it's not those with all the qualifications but those with the passion to learn, that make the right candidate.

Benefits package



Salary

Part time salary
£11,200

Equivalent to full-time salary
£28,000



Hours of Work

15 hours per week [2 days]
flexible working pattern available

This will be reviewed in 6 months time.



Contract

Permanent



Location

Ty Antur, Navigation Park, Abercynon
Hybrid model which consists of office
and home working

Willing to consider remote working
for the right candidate



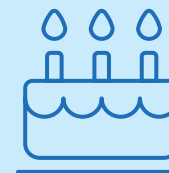
Reports to

Communications and Engagement
Manager



Holiday Entitlement

Full time entitlement is 28 days
including bank holidays. Part time
equivalent will be calculated pro rata



Additional Leave

3 additional leave days are awarded
during Christmas and New Year
You will be given an additional day's
leave for your birthday each year

Benefits package



Voluntary Leave

1 day paid volunteering within the community each year



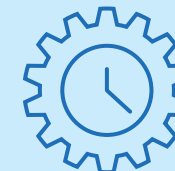
Company Sick Pay

Company Sick Pay is offered depending on length of service



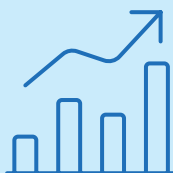
Pension

We have adopted the pension Auto Enrolment Scheme – 3% Employer and 5% Employee contribution



Flexible Working Policies

We promote a variety of flexible working policies



Performance Development

We provide continuous support and development opportunities through a variety of opportunities



Travel

Free car parking facilities are available directly outside of the office.
Abercynon train station is a 5 minute walk away from the office

Making it happen – our collective responsibilities

Practice Solutions has been part of the social care family since 1999. Our aim is to support, promote and lead improvements and innovation in the sector that has a positive impact on the wellbeing of all our communities.

Together we can do more, and by **joining the dots** of our work internally, we can make a bigger impact externally. Sharing our knowledge and working across all our key contracts will serve to ensure greater impact on the outcomes we are able to achieve as a collective.

We will do this by:

- Creating, maintaining, and building relationships
- Being visible and relevant on various social media platforms to promote our organisations key messages
- Identifying potential networking / business development opportunities to ensure sustainability and increase our market reach
- Working flexible hours as well as collaboratively to deliver our joint outcome



Our Mission

Practice Solutions' mission is to help people live more meaningful lives by connecting people, fostering innovation and unlocking potential

Our Vision

We join the dots to make meaningful connections between organisations and individuals, working as trusted partners to help drive impactful change, emphasising human value by placing citizen voices at the heart of everything we do.

Our Culture

As a Wales-based company, we actively seek to support and promote Welsh speakers and learners at any level. We are a committed, hard-working and an inclusive team. We value diversity and we would love to hear from people who are currently under-represented, including those from Black, Asian and ethnic minority groups, people with a disability, and people who are LGBTQA+.

Our Values

For every project, we develop bespoke solutions that deliver meaningful change and positive outcomes. No matter how big or small the organisation is or what the specific needs are, from start to finish we handle each project with our core values in the fore-front of our minds.



Connected



Curious



Trusted



Human



Bold

Building and maintaining relationships and trust are the backbone of what we do so our involvement doesn't stop when a project is completed.

Connected

Actively working with others to join the dots between problem solving, innovative solutions and the individuals capable of effecting change.

Curious

Acting with genuine interest in other people and their contribution, asking thoughtful questions to gain deeper understanding, seek new experiences and explore new perspectives.

Trusted

Acting with integrity and transparency in how we work together, and with others, to consistently deliver on our commitments.

Human

Creating a culture of kindness and inclusivity where everyone feels seen, heard and valued, in a creative space that thrives on empathy, understanding and collaborative success.

Bold

Being confident and courageous in how we lead and embrace change, not shying away from respectful challenge and celebrating where it benefits the greater whole.

Does this sound interesting?

Candidate Application Information:

If this role really interests you, then please send us a CV and covering letter – it will be important for you to provide examples / evidence of how you meet the skills, knowledge and experience required to successfully carry out this role.

Closing date

The deadline to apply for this role is midnight, Sunday 10th May.

Please send your completed application to recruitment@practicesolutions-ltd.co.uk

Interviews

Interviews will take place face-to-face on 19th and 20th May. However, we are able to offer virtual interviews depending on personal situation.

Candidates with disabilities

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Let us know if we can help and remember that you can request information in large print or in a different format.





General Enquiries

E: contact@practicesolutions-ltd.co.uk

T: 01443 742384

practice-solutions.co.uk

