

THIS POST IS AN INTERNAL ADVERTISEMENT ONLY OPEN TO MONMOUTHSHIRE COUNTY COUNCIL EMPLOYEES; STAFF 'AT RISK' IN ACCORDANCE WITH THE PROTECTION OF EMPLOYMENT POLICY AND AGENCY WORKERS CURRENTLY ENAGAGED WITH THE COUNCIL.

Come and join the team!

ROLE TITLE: Destination Manager (Job Share)

We are looking to build on your experience of destination development, marketing, and management, in a job share role with the existing post holder so you can play a key role in the overall growth strategy of Monmouthshire by increasing the economic, social, and environmental benefits of the County's visitor economy, through effective destination management and productive partnerships with local businesses and stakeholder organisations.

POST ID: RCED19

LOCATION: County Hall, Usk.

GRADE: BAND J scp 35-39 (£43,421 - £47,420 pro rata)

HOURS: 14.8hrs per week

DBS CHECK: No

CLOSING DATE: 12pm on 05/07/2024

Additional Information

Please note that we are not able to accept CVs

To apply for this post please complete the online application form which can be found on the following page:

<https://www.monmouthshire.gov.uk/jobs-employment/>

Applications may be submitted in Welsh, and that an application submitted in Welsh will not be treated less favourably than an application submitted in English.

All posts are open to job-share unless stated otherwise.

Monmouthshire County Council is:-

- an equal opportunities employer and welcomes applications from all sections of the community.
- a disability confident committed employer.
- an Armed Forces friendly employer.
- Autism aware and committed to removing barriers to employment.
- committed to supporting young people who leave our care to access new opportunities and gain experience.

ROLE PROFILE

ROLE TITLE:	Destination Manager (Job Share) PERMANENT
POST ID:	RCED19
GRADE:	BAND J scp 35-39 (£43,421 - £47,420 pro rata)
HOURS:	14.8hrs per week
WORK PATTERN:	Flexible part time, 2 days per week to be agreed, with occasional requirements at weekends and/or evenings
LOCATION:	County Hall, Usk, which may change in the future if the service location needs to relocate. Relocation or disturbance expenses will not be paid if this happens.

RESPONSIBLE TO: Environment and Culture Manager

WELSH LANGUAGE ASSESSMENT: Welsh language skills are desirable.

SAFEGUARDING:

Child and Adult Safeguarding are key priorities for the Council. We aim to support children and adults at risk to be as safe as they can and to fulfil their potential. All Council employees and volunteers are responsible for playing their part in the well-being, safety and protection of children and adults at risk. All employees and volunteers will be trained to the appropriate level of safeguarding and have a duty to fulfil their personal responsibilities for safeguarding.

MonLife Destination Management.....Who are we?

Our Purpose:-

MonLife's mission is to promote healthier lives and inspirational experiences and promote the vibrancy of Monmouthshire as a great place to be. MonLife is a one-stop-shop vehicle for health, wellbeing and creating diverse opportunities for all of our communities.

Our objective is to increase the competitiveness of Monmouthshire as a year-round high-quality visitor destination for the benefit of its people, environment and communities through a regenerative approach to tourism and a more balanced economic / social model based around mutual serving of resident, visitor and community needs.

The Purpose of this Role:-

To grow the county's visitor economy and provide specialist marketing advice to partner businesses. Working in partnership, and leveraging our world class tourism

assets and brands, to generate additional tourism visits and spend for Monmouthshire.

Expectation and Outcomes of this Role:-

The post holder will play a key role in the overall growth strategy of Monmouthshire by increasing the economic, social, and environmental benefits of the County’s visitor economy, through effective destination management and productive partnerships with local businesses and stakeholder organisations.

Your responsibilities are to:-

	Duties	Tasks
1	To achieve a more strategically driven and coordinated approach to developing, managing and marketing the visitor product of Monmouthshire to grow the County’s visitor economy for the benefit of its people, communities and environment.	<ul style="list-style-type: none"> • To manage the destination management function within Monmouthshire County Council including management of available resources (core budgets, staff and externally secured funding). • Strategic responsibility for destination management and marketing, tourism business support and visitor information including: <ul style="list-style-type: none"> ○ Development, consultation, and political approval of Monmouthshire’s Destination Management Plan and any subsequent review - a plan designed to drive tourism growth and deliver continual improvements to the county’s visitor experience. ○ Advise senior officers and elected members on the potential implications of relevant legislative and regulatory changes for the industry and likely impact on tourism growth, including responses to relevant consultations. ○ Development and implementation of destination branding and marketing strategies to guide tourism promotion in key markets and deliver qualified leads to destination businesses. • To manage, monitor and report progress on the delivery of Monmouthshire’s Destination Management Plan • To monitor, evaluate and report key destination and marketing performance indicators to scrutiny committees, funders, partners, elected members, senior officers and businesses • Managing the Council’s interests in destination partnerships and relationships with partners to deliver improvements to the visitor experience

		<p>and drive tourism growth including the establishment and support of a strategic Destination Management Partnership for Monmouthshire.</p> <ul style="list-style-type: none"> • To identify relevant funding streams and develop funding applications which meet specified criteria to deliver agreed destination priorities • To engage tourism businesses and stakeholder organisations in productive partnership working that is relevant to their interests and makes best use of available budgets and manpower resources • To address seasonality and develop year-round visitor demand • To continually improve the visitor experience and visitor satisfaction levels for the destination • To work with town teams and others to help develop and promote positive experiences and distinctive identities for Monmouthshire's towns and villages. • To advise & represent the Council in the development of strategies / policies of other organisations which have the potential to impact on tourism in Monmouthshire. • To undertake horizon scanning to identify opportunities with potential to grow tourism in Monmouthshire and to work with partners to develop initiatives to realise these opportunities.
2	To represent the Council at regional and national tourism forums and groups	<ul style="list-style-type: none"> • To represent the Council on groups such as the SE Wales Tourism Forum, Southern Wales Marketing Partnership, and the Wales Tourism Research Partnership • To identify and develop opportunities for collaborative tourism projects and funding bids for the Cardiff Capital Region. • To work with partners to develop and implement other regionally significant tourism projects
3	To continually develop and improve owned destination marketing channels and deliver successful integrated multi-channel destination marketing campaigns across paid, earned and	<ul style="list-style-type: none"> • To act as a brand guardian for the destination marketing brand • To manage, monitor and evaluate integrated multi-channel destination marketing campaigns • Ongoing development of owned marketing channels to continually improve the user experience and reflect trends in consumer behaviour. • To work in partnership with others to agree and

	owned media.	<p>prioritise activity to target Visit Wales identified leisure markets and independent explorer segments in UK and overseas</p> <ul style="list-style-type: none"> • To work in partnership with others to promote relevant Monmouthshire tourism products to UK & overseas Meetings, Incentives, Conferences, and Exhibitions (MICE), Group Travel and Travel Trade markets • To focus resources on PR and digital activity and on continual development and improvement of online destination channels and high quality content creation & distribution .
4	To drive up tourism business performance in the county	<ul style="list-style-type: none"> • To provide advice and support to new and existing tourism businesses (including MCC operated attractions) to enable them to develop their offer to meet and exceed the needs / expectations of target markets and segments. • To develop opportunities to enable destination businesses to promote & sell visitor experiences to relevant markets • To seek external funding to develop /deliver training to increase the competitiveness of Monmouthshire's tourism industry • To encourage businesses and event organisers to create and manage their entries on the destination website to improve the quality and visibility of business information. • To identify and develop opportunities for visitor economy businesses to take advantage of low commission rate booking platforms and local supply chains to reduce tourism leakage.
5	To manage visitor surveys, market research projects & STEAM and monitor and report on destination KPIs	<ul style="list-style-type: none"> • Oversee management of accommodation databases • Management of occupancy data • Management of events data / evaluation • Commissioning of destination visitor, business & resident surveys and management of on and offline data in line with GDPR requirements • Monitoring and reporting of destination KPIs to relevant committees & Monmouthshire's Destination Partnership
6	To strategically manage on-territory visitor information including the Council's interests in the TIC network.	<ul style="list-style-type: none"> • To work in partnership with stakeholders to develop sustainable on-territory visitor information services to meet the needs of current and future visitors. • To deliver on-going improvements to the range and quality of visitor information accessible via digital and physical channels

7	To provide specialist marketing advice and support	<ul style="list-style-type: none"> To lead on the branding strategy for Visit Monmouthshire and to provide specialist marketing advice to partner businesses and stakeholder organisations
8	To identify obstacles to tourism growth and to develop strategies to address / remove them where this fits with the Council's wider strategic priorities	<ul style="list-style-type: none"> To work in partnership with internal departments, stakeholders and external organisations to resolve issues and remove obstacles to sustainable tourism growth. To develop information to support investment in the quality and range of visitor accommodation and the development of iconic products and experiences.
9	To manage externally funded projects which deliver destination priorities	<ul style="list-style-type: none"> To secure funding and provide effective project management for externally funded projects.
11	To provide support and advice to external event organisers and to Monmouthshire's internal events team	<ul style="list-style-type: none"> To seek external funding for and to help develop, promote and evaluate events To develop and promote resources and toolkits to upskill event organisers and deliver improvements in event management To monitor and report on event KPIs
12	To ensure adherence to health and safety, safeguarding and equality policies	<ul style="list-style-type: none"> To be responsible for the implementation and monitoring of health and safety at work in designated areas and safeguarding procedures as laid down in the authority's Policy and Procedures. To actively support and implement the principles and practice of equality of opportunity as laid down in the Council's Equal Opportunity Policy

Here's what we can provide you with:-

- The opportunity to work in a varied and attractive County.
- We will provide management and team support and appropriate training, and the opportunity to develop your skills based on your existing knowledge and experience.
- A laptop, mobile phone and the ability to work agilely, subject to the needs of the service.

What else you need to know.....Our Values:

Our purpose is underpinned by a clear sense of who we are as an organisation. We expect people who work with us to share a strong value set and expect that these are evident in the ways in which we work and engage with our communities.

- Teamwork: We will work with you and our partners to support and inspire everyone to get involved. We will make the best of the ideas, and resources available to make sure we do the things that most positively impact our people and places.
- Openness: We are open and honest. People have the chance to be involved and tell us what matters.
- Flexibility: We are flexible, enabling delivery of the most effective and efficient services. This means a genuine commitment to working with everyone to embrace new ways of working.
- Fairness: We provide opportunities for people and communities to thrive. We will always try to treat everyone fairly and consistently.
- Kindness: We will show kindness to all those we work with, putting the importance of relationships and the connections we have with one another at the heart of all interactions.

This role will work with Monmouthshire to achieve these.

In addition:

All employees are responsible for ensuring that they act at all times in a way that is consistent with Monmouthshire's Equal Opportunities Policy in their own area of responsibility and in their general conduct.

Person Specification

How will we know if you are the right person for the role? As the successful candidate you will have demonstrated:-

	Essential	Desirable
Experience	<p>Significant experience of strategy development and implementation including securing political approval, monitoring and reporting.</p> <p>Significant experience of destination development, marketing and management, and working with partners to identify, agree and deliver destination priorities.</p> <p>Significant experience in the development, delivery and evaluation of successful multi-channel campaigns informed by audience insights</p> <p>Experience of managing a team of staff and developing the full potential of each member of the team</p> <p>Experience of effective financial recording and management</p> <p>Experience of developing and managing grant-funded projects, including experience of identifying relevant funding streams and writing and submitting grant applications.</p> <p>Demonstrable project management experience.</p> <p>Experience of ongoing development and management of destination marketing and visitor information channels to continually improve user experience and business performance</p>	<p>Good knowledge of Monmouthshire's tourism products</p> <p>Experience of effective management of paid, earned and owned media and search engine optimisation.</p> <p>Experience of managing destination research projects, including commissioning of surveys, and interpreting and reporting of results.</p> <p>Experience of managing tourism databases for research and marketing purposes in line with GDPR requirements.</p> <p>Experience of developing, delivering and monitoring destination marketing plans to target Visit Wales identified markets and segments, including development of engaging content, which connects emotionally with its audience.</p>
Educations & Qualifications		Member of the Chartered Institute of Marketing / Chartered Marketer
Knowledge, Skills & Competencies	<p>Excellent knowledge of destination management and marketing principles and up to date knowledge of trends in visitor behaviour</p> <p>High levels of awareness of the wide range of factors that have the potential to impact on Monmouthshire's tourism industry / visitor economy</p>	<p>Skills in mentoring / training others</p> <p>A commitment to supporting volunteering opportunities</p> <p>Excellent knowledge of the tourism industry in Monmouthshire and a good understanding of the wide range of stakeholders involved in Monmouthshire's visitor economy.</p>

Up to date knowledge of best practice marketing and ability to develop and manage effective destination branding and marketing strategies, based on audience insights, and deliver successful integrated multi-channel campaigns across paid, earned and owned media.

Good I.T. skills including Microsoft Office systems, internet, intranet, CMS, and analytical software.

Good understanding of GDPR, especially in relation to the use of destination photography and in managing databases for destination research and marketing

Good knowledge and understanding of tourism research principles and practice. Ability to handle, process and evaluate data.

Personal Attributes

Excellent interpersonal skills combined with strong verbal and written communication skills.

An ability to work effectively and prioritise and manage own workload and to meet deadlines. Able to perform well under pressure and without direct supervision.

An ability to manage the workloads of others and a commitment to develop the full potential of each team member

A commitment to continual professional development and to keep up to date with best practice destination management and marketing principles and examples

Commitment to equal opportunities policy, including undertaking appropriate equality awareness training

Commitment to Health & Safety and Safeguarding policy and procedures, including undertaking appropriate training.

Other

The ability to drive and possession of a vehicle for work purposes and current driving licence.

Willing to work unsocial hours.

Good understanding of how Council services, departments and directorates link together.

Good understanding of how digital communications and marketing fit into the Council's overarching technology strategy

Up to date knowledge of search engine optimisation and social media marketing including awareness of trends in decision making behaviour e.g. growing importance of images and credibility of user generated content

Creative, innovative, flexible, adaptable, approachable, and a good listener, using a coaching approach with service areas to help achieve their outcomes.

The tenacity required to see long term destination goals reach fruition.

An ability to be creative and innovative with ideas.

Welsh language skills: You may be required to learn or improve your existing skills through attending staff Welsh language training funded by the council.

Should you require any further information regarding this post, please contact:

Matthew Lewis Tel: 01633 644855

Closing Date: 12pm on 05/07/2024

WELSH LANGUAGE SKILLS FRAMEWORK
LEVEL 1

Can understand basic everyday phrases if the speaker talks slowly and clearly and is willing to help. Can introduce yourself and others and can ask and answer questions regarding basic information, e.g. individual asking to see someone, where is the xxx meeting, toilet etc. Can transfer phone calls pass on a simple message or make a straightforward request, e.g. via e-mail.

UNDERSTANDING	SPEAKING	READING	WRITING
<ul style="list-style-type: none"> • Can understand simple questions: where is the xxx meeting, where is the toilet, who is the person they wish to see. Can understand who to transfer a phone call to etc. 	<ul style="list-style-type: none"> • Can pronounce place names and personal names correctly. • Can greet individuals face to face or over the phone. • Can open and close a conversation or open and close a meeting. 	<ul style="list-style-type: none"> • Can read short sentence, e.g. basic signs, simple instructions, agenda items, simple information on forms. 	<ul style="list-style-type: none"> • Can open and close an e-mail or letter. • Can write personal names, place names, job titles. • Can write a simple message to a colleague on paper or e-mail, e.g. such and such has called.

LEVEL 2

Can understand sentences when people talk about everyday situations, e.g. simple personal and family information. Can hold a basic conversation with someone to obtain or exchange straightforward information, e.g. discuss how a person is feeling; something which has happened; simple plan for the future. Can write and read messages in letters or e-mails describing familiar issues and written in short sentences

UNDERSTANDING	SPEAKING	READING	WRITING
<ul style="list-style-type: none"> • Can understand when people speak slowly about everyday situations, e.g. providing personal information, talking about what they have been doing, what they would like to do, how they feel general. • Can understand when people ask you do something. 	<ul style="list-style-type: none"> • Can communicate simple information or ask common questions, e.g. to acquire information from an individual. • Can use Welsh to get to and emphasise with the individual but not able to conduct the entire conversation or session in Welsh. • Can hold a short conversation with an individual or exchange relatively straightforward information. 	<ul style="list-style-type: none"> • Can read short message and certain letters or e-mails, e.g. those which make a request or ask you to pass on a message. 	<ul style="list-style-type: none"> • Can write a short message to a colleague asking a question, thanking her/him, explaining something, e.g. time and place of a meeting. • Can write a short letter or e-mail to arrange an appointment.

	<ul style="list-style-type: none"> • Can contribute to a meeting, but need to revert to English for specialist terms. 		
--	--	--	--

LEVEL 3

Can understand the main points when an individual or colleague is talking about familiar subjects, e.g. during a conversation or small group meeting. Can hold extended conversations with fluent speakers about familiar subjects involving everyday work. Can describe experiences and events and provide concise explanations and reasons for opinions and plans. Can read articles, letters or e-mails about general subjects. Can write letters or e-mails about most subjects, e.g. requesting something; providing information; inviting somebody or organising an event.

UNDERSTANDING	SPEAKING	READING	WRITING
<ul style="list-style-type: none"> • Can understand individuals and colleagues when exchanging information or discussing plans, if the subject is familiar. • Can understand a discussion at a meeting if the subject is familiar. • Can understand individuals and colleagues in a familiar situation or in everyday conversation. 	<ul style="list-style-type: none"> • Can take part in most conversations with colleagues about work and plans if the vocabulary is not too technical. • Can hold a conversation with an individual or exchanging relatively straightforward information. • Can contribute to a meeting but need to revert to English for specialist terms. • Can adapt the style of language to suit the audience. 	<ul style="list-style-type: none"> • Can understand most e-mail messages or letters concerning day to day work. • Can guess the meaning of a word based on context if the subject is familiar. • Can read a simple, straightforward article in a newspaper or magazine types of written material. 	<ul style="list-style-type: none"> • Can write a letter or e-mail to an individual, or colleague about most topics in order to request something; provide an explanation; describe an experience or situation; invite people or organise an event. • Can write relatively accurately when drafting a short information leaflet or poster in Welsh as required.

LEVEL 4

Can usually follow most conversations or discussions, even on unfamiliar topics, Can talk confidently with fluent speakers about familiar subjects relating to work, and an express an opinion, take part in discussion, and talk extensively about general topics, e.g. in meetings or one-to-one situations with individuals. Can understand most correspondence, newspaper articles and reports intended for fluent speakers with the aid of Welsh language resources and can scan long texts to find details. Can complete forms and write reports relating to work and respond accurately.

UNDERSTANDING	SPEAKING	READING	WRITING
----------------------	-----------------	----------------	----------------

<ul style="list-style-type: none"> • Can follow most conversations and discussions with individuals or colleagues even if the subject matter is unfamiliar. 	<ul style="list-style-type: none"> • Can contribute effectively to internal and external meetings in a work context. • Can converse comfortably with individuals and exchange information as required. • Can argue for and against a specific case. • Can chair meetings and answer questions from the chair confidently. 	<ul style="list-style-type: none"> • Can read most correspondence and scan long texts to find details. • Can understand most newspaper articles and reports with the aid of a dictionary. • Can understand texts, unless written in a very formal or colloquial form. 	<ul style="list-style-type: none"> • Can produce correspondence of all types, short reports, documents and literature with support of Welsh language translation aids eg. Cysgeir, cysill.
--	---	--	---

LEVEL 5

Can understand everything that is being said. Can talk extensively about complex issues, presenting difficult information and can facilitate and summarise extended or complex discussions. Can summarise information from different sources (orally and in writing) and present it in a coherent way. Can express themselves spontaneously, fluently and in detail, adapting the language to suit the audience.

UNDERSTANDING	SPEAKING	READING	WRITING
<ul style="list-style-type: none"> • Can follow all conversations and discussions with individuals or colleagues. • Can understand the ambiguity and nuance of language. 	<ul style="list-style-type: none"> • Can express yourself fully in detail, even when discussing complex issues. • Can adapt the style and register of your language to suit the audience. 	<ul style="list-style-type: none"> • Can read and understand almost all written texts without difficulty, referring to a dictionary occasionally. • Can read long texts to find relevant details and can understand most types of written material. 	<ul style="list-style-type: none"> • Can write reports in a clear style appropriate to the reader with the support of electronic language aids. • Can write formal or informal Welsh as required. • Can write a range of documents accurately and with confidence.



HYSBYSEB MEWNOL YW HWN AR GYFER SWYDD SY'N AGORED I WEITHWYR CYNGOR SIR FYNWY YN UNIG; STAFF 'MEWN RISG' YN UNOL Â'R POLISI GWARCHOD CYFLOGAETH A GWEITHWYR ASIANTAETH SY'N GWEITHIO I'R CYNGOR AR HYN O BRYD.

Dewch i ymuno â'r tîm!

TEITL Y SWYDD: Rheolwr Cyrchfan (Rhannu Swydd)

Rydym yn bwriadu adeiladu ar eich profiad o ddatblygu cyrchfannau, marchnata a rheoli, mewn rôl a rennir gyda deiliad presennol y swydd fel y gallwch chwarae rhan allweddol yn strategaeth twf cyffredinol Sir Fynwy drwy gynyddu buddion economaidd, cymdeithasol ac amgylcheddol economi ymwelwyr y Sir, trwy reoli cyrchfan yn effeithiol a thrwy bartneriaethau cynhyrchiol gyda busnesau lleol a sefydliadau rhanddeiliaid.

RHIF ADNABOD Y SWYDD: RCED19

LLEOLIAD: Neuadd y Sir, Brynbuga.

GRADD: BAND J scp 35-39 (£43,421 - £47,420 pro rata)

ORIAU: 14.8 awr yr wythnos

GWIRIAD GAN Y GWASANAETH

DATGELU A GWAHARDD: Na

DYDDIAD CAU: 12pm ar **05/07/2024**

Gwybodaeth Ychwanegol

Gofynnir i chi nodi na allwn derbyn CVs

Er mwyn gwneud cais am y rôl hon, cwblhewch y ffurflen gais ar-lein sydd ar gael ar y dudalen ganlynol:

<https://www.monmouthshire.gov.uk/jobs-employment/>

Mae modd cyflwyno ceisiadau yn y Gymraeg, ac ni fydd cais a gyflwynir yn y Gymraeg yn cael ei drin yn llai ffafriol na chais a gyflwynir yn Saesneg,

Mae modd rhannu'r holl swyddi os na nodir fel arall.

Mae Cyngor Sir Fynwy yn:-

- gyflogwr cyfle cyfartal ac yn croesawu ceisiadau gan bob rhan o'r gymuned.
- cyflogwr sydd wedi ymrwymo i fod yn hyderus o ran anabledd
- cyflogwr sy'n gyfeillgar i'r Lluoedd Arfog
- ymwybodol o Awtistiaeth ac wedi ymrwymo i ddileu unrhyw rwystrau at gyflogaeth
- ymrwymo i gefnogi pobl ifanc sydd yn gadael ein gofal i gael cyfleoedd newydd a phrofiad.



PROFFIL Y SWYDD

TEITL Y SWYDD: Rheolwr Cyrchfan (Swydd a rennir) **PARHAOL**

RHIF ADNABOD Y SWYDD: **RCED19**

GRADD: BAND J scp 35-39 (£43,421 - £47,420 pro rata)

ORIAU: 14.8 awr yr wythnos

PATRW M GWAITH: Rhan amser hyblyg, 2 ddiwrnod yr wythnos i'w cytuno. Bydd gofyn gweithio o bryd i'w gilydd ar benwythnosau a/neu gyda'r nos

LLEOLIAD: Neuadd y Sir, Brynbuga. Gall hyn newid yn y dyfodol os oes angen adleoli'r gwasanaeth. Ni fydd treuliau adleoli neu aflonyddwch yn cael eu talu os bydd hyn yn digwydd.

YN ATEBOL I: Rheolwr yr Amgylchedd a Diwylliant

ASESIAD O'R GYMRAEG: Mae sgiliau Cymraeg yn ddymunol;

DIOGELU:

Mae Diogelu Plant ac Oedolion yn flaenoriaeth allweddol i'r Cyngor. Ein nod yw cefnogi plant ac oedolion sydd mewn perygl i fod mor ddiogel ag y gallant ac i gyflawni eu potensial. Mae holl weithwyr a gwirfoddolwyr y Cyngor yn gyfrifol am chwarae rhan yng ngwaith lles, diogelu ac amddiffyn plant ac oedolion sydd mewn perygl. Bydd yr holl weithwyr a gwirfoddolwyr yn cael eu hyfforddi i'r lefel briodol o ddiogelu ac mae ganddynt ddyletswydd i gyflawni eu cyfrifoldebau personol dros ddiogelu.

Rheoli Cyrchfan MonLife.....Pwy ydym ni?

Ein Diben:-

Cenhadaeth MonLife yw hybu bywydau iachach a phrofiadau ysbrydoledig a hyrwyddo egni Sir Fynwy fel lle gwyd i fod. Mae MonLife yn gyfrwng siop-un-stop ar gyfer iechyd, lles a chreu cyfleoedd amrywiol i'n holl gymunedau.

Ein hamcan yw cynyddu cystadleurwydd Sir Fynwy fel cyrchfan ymwelwyr o ansawdd uchel trwy gydol y flwyddyn er budd ei phobl, ei hamgylchedd a'i chymunedau trwy ddull adfywiol o ymdrin â thwristiaeth a model economaidd / cymdeithasol mwy cytbwys sy'n seiliedig ar gydwasanaethu anghenion preswylwyr, ymwelwyr a chymunedau.

Diben y Swydd hon:-

Tyfu economi ymwelwyr y sir a darparu cyngor marchnata arbenigol i fusnesau partner. Gweithio mewn partneriaeth, a sbarduno ein hasedau twristiaeth a'n

brandiau blaenllaw, er mwyn sicrhau eu bod yn arwain at fwy o ymweliadau gan dwristiaid a mwy o wariant i Sir Fynwy.

Disgwyliadau a Chanlyniadau'r Rôl:-

Bydd deiliad y swydd yn chwarae rhan allweddol yn strategaeth dwf gyffredinol Sir Fynwy trwy gynyddu buddion economaidd, cymdeithasol ac amgylcheddol economi ymwelwyr y Sir, trwy reoli cyrchfan yn effeithiol a gweithio mewn partneriaethau cynhyrchiol gyda busnesau lleol a sefydliadau rhanddeiliaid.

Bydd eich cyfrifoldebau yn cynnwys:-

	Dyletswyddau	Tasgau
1	Creu dull mwy strategol a chydgysylltiedig o ddatblygu, rheoli a marchnata cynnig Sir Fynwy o ran ymwelwyr er mwyn tyfu economi ymwelwyr y Sir er budd ei phobl, ei chymunedau a'i hamgylchedd.	<ul style="list-style-type: none"> • Rheoli'r swyddogaeth rheoli cyrchfan o fewn Cyngor Sir Fynwy. Bydd hyn yn golygu, hefyd, rheoli'r adnoddau sydd ar gael (cyllidebau craidd, staff a chyllid a sicrhawyd yn allanol). • Cyfrifoldeb strategol am reoli a marchnata cyrchfan, cymorth busnes twristiaeth a gwybodaeth i ymwelwyr gan gynnwys: <ul style="list-style-type: none"> ○ Datblygu, ymgynghori, a sicrhau cymeradwyaeth wleidyddol i Gynllun Rheoli Cyrchfan Sir Fynwy ac unrhyw adolygiad dilynol - cynllun a luniwyd i ysgogi twf twristiaeth a chyflawni gwelliannau parhaus i brofiad ymwelwyr i'r sir. ○ Cynghori uwch swyddogion ac aelodau etholedig ar oblygiadau posibl newidiadau deddfwriaethol a rheoleiddiol perthnasol i'r diwydiant a'r effaith debygol ar dwf twristiaeth, gan gynnwys ymatebion i ymgynghoriadau perthnasol. ○ Datblygu strategaethau brandio cyrchfan a strategaethau marchnata a'u rhoi ar waith er mwyn hyrwyddo twristiaeth mewn marchnadoedd allweddol a darparu arweinwyr cymwys i fusnesau cyrchfan. • Rheoli, monitro ac adrodd ar gynnydd cyflawniad Cynllun Rheoli Cyrchfan Sir Fynwy • Monitro a gwerthuso dangosyddion perfformiad cyrchfan a dangosyddion perfformiad marchnata allweddol a chyflwyno adroddiadau arnynt i bwyllgorau craffu, cyllidwyr, partneriaid, aelodau etholedig, uwch swyddogion a busnesau • Rheoli buddiannau'r Cyngor mewn partneriaethau cyrchfan a pherthnasoedd â

		<p>phartneriaid er mwyn cyflawni gwelliannau o ran profiad yr ymwelydd ac ysgogi twf o ran twristiaeth gan gynnwys sefydlu a chefnogi Partneriaeth Rheoli Cyrchfan strategol ar gyfer Sir Fynwy.</p> <ul style="list-style-type: none"> • Nodi ffrydiau ariannu perthnasol a datblygu ceisiadau am gyllid sy'n bodloni meini prawf penodol er mwyn cyflawni blaenoriaethau o ran cyrchfan y cytunwyd arnynt • Annog busnesau twristiaeth a sefydliadau rhanddeiliaid i gymryd rhan mewn gwaith partneriaeth cynhyrchiol sy'n berthnasol i'w diddordebau ac sy'n gwneud y defnydd gorau o'r cyllidebau a'r adnoddau sydd ar gael o ran y gweithlu. • Mynd i'r afael â natur dymhorol a datblygu'r galw gan ymwelwyr drwy gydol y flwyddyn • Gwella profiad yr ymwelydd a lefelau boddhad ymwelwyr ar gyfer y gyrchfan yn barhaus • Gweithio gyda thimau tref ac eraill i helpu i ddatblygu a hyrwyddo profiadau cadarnhaol a hunaniaethau nodedig ar gyfer trefi a phentrefi Sir Fynwy. • Cynghori a chynrychioli'r Cyngor wrth ddatblygu strategaethau / polisiâu sefydliadau eraill sydd â'r potensial i effeithio ar dwristiaeth yn Sir Fynwy. • Mynd ati i sganio'r gorwel er mwyn dod o hyd i gyfleoedd sydd â photensial i greu twf o ran twristiaeth yn Sir Fynwy a gweithio gyda phartneriaid er mwyn datblygu mentrau i wireddu'r cyfleoedd hyn.
2	Cynrychioli'r Cyngor mewn fforymau a grwpiau twristiaeth rhanbarthol a chenedlaethol	<ul style="list-style-type: none"> • Cynrychioli'r Cyngor ar grwpiau megis Fforwm Twristiaeth De-ddwyrain Cymru, Partneriaeth Marchnata De Cymru, a Phartneriaeth Ymchwil Twristiaeth Cymru • Nodi a datblygu cyfleoedd ar gyfer prosiectau twristiaeth cydweithredol a bidiau am gyllid ar gyfer Prifddinas-Ranbarth Caerdydd. • Gweithio gyda phartneriaid i ddatblygu a gweithredu prosiectau twristiaeth eraill o bwys rhanbarthol
3	Datblygu a gwella sianeli marchnata cyrchfannau MCC yn barhaus a chyflawni ymgyrchoedd marchnata cyrchfan aml-sianel integredig	<ul style="list-style-type: none"> • Gweithredu fel gwarcheidwad brand ar gyfer y brand marchnata cyrchfan • Rheoli, monitro a gwerthuso ymgyrchoedd marchnata cyrchfan aml-sianel integredig • Datblygu sianeli marchnata sy'n berchen i MCC yn barhaus er mwyn gwella profiad y defnyddiwr yn barhaus ac adlewyrchu

	<p>llwyddiannus ar draws cyfryngau y telir amdanynt, nas telir amdanynt a chyfryngau sy'n berchen i MCC</p>	<p>tueddiadau o ran ymddygiad defnyddwyr.</p> <ul style="list-style-type: none"> • Gweithio mewn partneriaeth ag eraill er mwyn cytuno a blaenoriaethu gweithgarwch i dargedu marchnadoedd hamdden a segmentau fforwyr annibynnol a nodwyd gan Croeso Cymru yn y DU a thramor • Gweithio mewn partneriaeth ag eraill i hyrwyddo cynhyrchion twristiaeth perthnasol Sir Fynwy i Gyfarfodydd, Mentrau, Cynadleddau ac Arddangosfeydd (MICE), a marchnadoedd Teithio Grŵp a'r diwydiant Teithio yn y DU a thramor. • Canolbwyntio adnoddau ar weithgareddau cysylltiadau cyhoeddus a gweithgareddau digidol ac ar ddatblygiad a gwelliant parhaus sianeli cyrchfannau ar-lein a chreu a dosbarthu cynnwys o ansawdd uchel.
4	<p>Gwella perfformiad busnes twristiaeth yn y sir</p>	<ul style="list-style-type: none"> • Darparu cyngor a chefnogaeth i fusnesau twristiaeth newydd a busnesau presennol (gan gynnwys atyniadau a weithredir gan Gyngor Sir Fynwy) er mwyn eu galluogi i ddatblygu eu harlwy er mwyn diwallu a rhagori ar anghenion / disgwyliadau marchnadoedd a segmentau targed. • Datblygu cyfleoedd i alluogi busnesau cyrchfan i hyrwyddo a gwerthu profiadau ymwelwyr i farchnadoedd perthnasol • Ceisio cyllid allanol i ddatblygu/cyflwyno hyfforddiant i gynyddu cystadleurwydd diwydiant twristiaeth Sir Fynwy • Annog busnesau a threfnwyr digwyddiadau i greu a rheoli eu cofnodion ar wefan y gyrchfan er mwyn gwella ansawdd a gwelededd gwybodaeth busnes. • Nodi a datblygu cyfleoedd i fusnesau'r economi ymwelwyr fanteisio ar lwyfannau archebu cyfradd comisiwn isel a chadwyni cyflenwi lleol i leihau'r arian sy'n cael ei wario'n ddiangen o ran twristiaeth.
5	<p>Rheoli arolygon ymwelwyr, prosiectau ymchwil marchnad a STEAM a monitro ac adrodd ar Ddangosyddion Perfformiad Allweddol y gyrchfan</p>	<ul style="list-style-type: none"> • Goruchwylio'r gwaith o reoli cronfeydd data llety • Rheoli data deiliadaeth • Rheoli data / gwerthuso digwyddiadau • Comisiynu arolygon ymwelwyr i'r gyrchfan, arolygon i fusnesau ac arolygon i breswylwyr a rheoli'r data ar-lein ac all-lein yn unol â gofynion GDPR • Monitro Dangosyddion Perfformiad ar y gyrchfan a rhoi adroddiad arnynt i bwyllgorau

		perthnasol a Phartneriaeth Cyrchfan Sir Fynwy
6	Rheoli gwybodaeth ymwelwyr ar lawr gwlad yn strategol gan gynnwys buddiannau'r Cyngor yn y rhwydwaith Canolfannau Croeso.	<ul style="list-style-type: none"> Gweithio mewn partneriaeth â rhanddeiliaid i ddatblygu gwasanaethau gwybodaeth cynaliadwy i ymwelwyr ar lawr gwlad er mwyn diwallu anghenion ymwelwyr presennol ac ymwelwyr yn y dyfodol. Cyflawni gwelliannau parhaus o ran ystod ac ansawdd y wybodaeth i ymwelwyr sydd ar gael drwy sianeli digidol a ffisegol
7	Darparu cyngor a chymorth marchnata arbenigol	<ul style="list-style-type: none"> Arwain ar y strategaeth frandio ar gyfer Ymwelwch â Sir Fynwy a darparu cyngor marchnata arbenigol i fusnesau partner a sefydliadau rhanddeiliaid
8	Adnabod rhwystrau i dwf twristiaeth a datblygu strategaethau i fynd i'r afael â hwy / cael gwared arnynt pan fydd hyn yn cyd-fynd â blaenoriaethau strategol ehangach y Cyngor	<ul style="list-style-type: none"> Gweithio mewn partneriaeth ag adrannau mewnol, rhanddeiliaid a sefydliadau allanol i ddatrys problemau a dileu rhwystrau i dwf twristiaeth gynaliadwy. Datblygu gwybodaeth i gefnogi buddsoddiad yn ansawdd ac ystod llety i ymwelwyr a datblygu cynhyrchion a phrofiadau eiconig.
9	Rheoli prosiectau a ariennir yn allanol sy'n cyflawni blaenoriaethau'r gyrchfan	<ul style="list-style-type: none"> Sicrhau cyllid a darparu rheolaeth prosiect effeithiol ar gyfer prosiectau a ariennir yn allanol.
11	Darparu cefnogaeth a chyngor i drefnwyr digwyddiadau allanol ac i dîm digwyddiadau mewnol Sir Fynwy	<ul style="list-style-type: none"> Ceisio cyllid allanol ar gyfer hyrwyddo a gwerthuso digwyddiadau neu ar gyfer eu cynorthwyo Datblygu a hyrwyddo adnoddau a pheccynnau cymorth i uwchsgilio trefnwyr digwyddiadau a chyflawni gwelliannau o ran rheoli digwyddiadau Monitro ac adrodd ar Ddangosyddion Perfformiad Allweddol digwyddiadau
12	Sicrhau y cedwir at bolisiâu iechyd a diogelwch, diogelu a chydaddoldeb	<ul style="list-style-type: none"> Bod yn gyfrifol am weithredu a monitro iechyd a diogelwch yn y gwaith mewn ardaloedd dynodedig a gweithdrefnau diogelu fel y nodir ym Mholisi a Gweithdrefnau'r awdurdod. Cefnogi a gweithredu egwyddorion ac arferion cyfle cyfartal fel y nodir ym Mholisi Cyfle Cyfartal y Cyngor.

Dyma'r hyn y gallwn ei gynnig i chi: -

- Cyfle i weithio mewn Sir amrywiol a deniadol.

- Byddwn yn darparu cefnogaeth rheoli a chefnogaeth tîm yn ogystal â hyfforddiant priodol, a'r cyfle i ddatblygu eich sgiliau yn seiliedig ar eich gwybodaeth a'ch profiad presennol.
- Gliniadur, ffôn symudol a'r gallu i weithio'n ystwyth, yn amodol ar anghenion y gwasanaeth.

Beth arall sydd angen i chi ei wybod..... Ein Gwerthoedd:

Caiff ein diben ei seilio ar ymdeimlad glir o bwy ydym fel sefydliad. Disgwyliwn i'r bobl sy'n gweithio gyda ni i rannu set gref o werthoedd a disgwyliwn y bydd y rhain yn amlwg yn y ffyrdd y gweithiwn ac yr ymgysylltwn gyda'n cymunedau.

Gwaith tîm: Byddwn yn gweithio gyda chi a'n partneriaid i gefnogi ac ysbrydoli pawb i gymryd rhan. Byddwn yn gwneud y gorau glas o'r syniadau a'r adnoddau sydd ar gael i sicrhau ein bod yn gwneud y pethau sy'n cael yr effaith fwyaf cadarnhaol ar ein pobl a'n lleoedd.

Tryloywder: Rydym yn agored ac yn onest. Mae pobl yn cael y cyfle i gymryd rhan a dweud wrthym beth sy'n bwysig

Hyblygrwydd: Rydym yn hyblyg, gan alluogi darparu'r gwasanaethau mwyaf effeithlon ac effeithiol. Mae hyn yn golygu ymrwymiad gwirioneddol i weithio gyda phawb i groesawu ffyrdd newydd o weithio.

Tegwch: Rydym yn rhoi cyfleoedd i bobl a chymunedau ffynnu. Byddwn bob amser yn ceisio trin pawb yn deg ac yn gyson.

Caredigrwydd: Byddwn yn dangos caredigrwydd i bawb y gweithiwn gyda nhw, gan roi pwysigrwydd perthynas a'r cysylltiadau sydd gennym gyda'n gilydd wrth galon pob rhyngweithio.

Bydd y rôl hon yn gweithio gyda Sir Fynwy er mwyn cyflawni'r rhain.

Yn ychwanegol:

Mae'r holl weithwyr yn gyfrifol am sicrhau eu bod yn gweithredu bob amser mewn ffordd sy'n gydnaws â Pholisi Cyfle Cyfartal Sir Fynwy yn eu meysydd o gyfrifoldeb ac fel rhan o'u hymddygiad cyffredinol.

Manyleb Person

Sut fyddwn yn gwybod os mai chi yw'r person cywir ar gyfer y rôl hon? Fel yr ymgeisydd llwyddiannus, byddwch wedi arddangos y canlynol:-

	Hanfodol	Dymunol
Profiad	<p>Profiad sylweddol o ddatblygu a gweithredu strategaeth gan gynnwys sicrhau cymeradwyaeth wleidyddol, monitro ac adrodd.</p> <p>Profiad helaeth o ddatblygu cyrchfannau, marchnata a rheoli, a gweithio gyda phartneriaid i nodi, cytuno a chyflawni blaenoriaethau cyrchfan.</p> <p>Profiad sylweddol o ddatblygu, cyflwyno a gwerthuso ymgyrchoedd aml-sianel llwyddiannus sydd wedi'u llywio gan fewnwelediadau'r gynulleidfa</p> <p>Profiad o reoli tîm o staff a datblygu potensial llawn pob aelod o'r tîm</p> <p>Profiad o gofnodi a rheoli ariannol effeithiol</p> <p>Profiad o ddatblygu a rheoli prosiectau a ariennir gan grantiau, gan gynnwys profiad o nodi ffrydiau ariannu perthnasol ac ysgrifennu a chyflwyno ceisiadau grant.</p> <p>Profiad amlwg o reoli prosiect.</p> <p>Profiad o ddatblygu a rheoli sianeli marchnata cyrchfan a gwybodaeth i ymwelwyr yn barhaus er mwyn gwella profiad defnyddwyr a pherfformiad busnes yn barhaus</p>	<p>Gwybodaeth dda am gynnig Sir Fynwy o ran twristiaeth</p> <p>Profiad o reoli optimeiddio cyfryngau a pheiriannau chwilio y telir amdanynt ac sy'n berchen i MCC yn effeithiol.</p> <p>Profiad o reoli prosiectau ymchwil cyrchfan, gan gynnwys comisiynu arolygon, a dehongli ac adrodd ar ganlyniadau.</p> <p>Profiad o reoli cronfeydd data twristiaeth at ddibenion ymchwil a marchnata yn unol â gofynion GDPR.</p> <p>Profiad o ddatblygu, cyflawni a monitro cynlluniau marchnata cyrchfan er mwyn targedu marchnadoedd a segmentau a nodwyd gan Croeso Cymru, gan gynnwys datblygu cynnwys deniadol, sy'n cysylltu'n emosiynol â'i gynulleidfa.</p>
Addysg a Chymwysterau		Aelod o Sefydliad Siartredig Marchnata/Marchnatwr Siartredig
Gwybodaeth, Sgiliau a Chymwyseddau	<p>Gwybodaeth ragorol o egwyddorion rheoli cyrchfan a marchnata a gwybodaeth gyfredol am dueddiadau o ran ymddygiad ymwelwyr</p> <p>Lefelau uchel o ymwybyddiaeth o'r ystod eang o ffactorau sydd â'r potensial i effeithio ar ddiwydiant twristiaeth / economi ymwelwyr Sir Fynwy</p> <p>Gwybodaeth gyfredol am arfer gorau o ran marchnata a'r gallu i ddatblygu a rheoli brand cyrchfannau a strategaethau</p>	<p>Sgiliau mentora / hyfforddi eraill</p> <p>Ymrwymiad i gefnogi cyfleoedd gwirfoddoli</p> <p>Gwybodaeth ragorol o'r diwydiant twristiaeth yn Sir Fynwy a dealltwriaeth dda o'r ystod eang o randdeiliaid sy'n ymwneud ag economi ymwelwyr Sir Fynwy.</p> <p>Dealltwriaeth dda o sut mae gwasanaethau, adrannau a chyfarwyddiaethau'r Cyngor yn cysylltu â'i</p>

marchnata effeithiol, yn seiliedig ar fewnwelediadau'r gynulleidfa, a chyflawni ymgyrchoedd aml-sianel integredig llwyddiannus ar draws cyfryngau y telir amdanynt, nas telir amdanynt a sianeli a berchenogir.

Sgiliau TG da gan gynnwys systemau Microsoft Office, rhynggrwyd, mewnrwyd, CMS, a meddalwedd dadansoddol.

Dealltwriaeth dda o GDPR, yn enwedig mewn perthynas â defnyddio ffotograffiaeth cyrchfan ac wrth reoli cronfeydd data ar gyfer ymchwil cyrchfan a marchnata

Gwybodaeth a dealltwriaeth dda o egwyddorion ac arferion ymchwil twristiaeth. Y gallu i drin, prosesu a gwerthuso data.

Nodweddion Personol

Sgiliau rhyngpersonol rhagorol ynghyd â sgiliau cyfathrebu llafar ac ysgrifenedig cryf.

Y gallu i weithio'n effeithiol a blaenoriaethu a rheoli eich llwyth gwaith eich hun ac i gwrdd â therfynau amser. Gallu perfformio'n dda o dan bwysau a heb oruchwyliaeth uniongyrchol.

Y gallu i reoli llwythi gwaith eraill ac ymrwymiad i ddatblygu potensial llawn pob aelod o'r tîm

Ymrwymiad i ddatblygiad proffesiynol parhaus a bod yn ymwybodol o'r arferion gorau o ran rheoli cyrchfan a'r egwyddorion ac enghreifftiau marchnata

Ymrwymiad i bolisi cyfle cyfartal, gan gynnwys ymgymryd â hyfforddiant ymwybyddiaeth cydraddoldeb priodol

Ymrwymiad i bolisi a gweithdrefnau lechyd a Diogelwch a Diogelu, gan gynnwys dilyn hyfforddiant priodol.

Arall

Y gallu i yrru a meddu ar gerbyd at ddibenion gwaith a thrwydded yrru gyfredol.

Yn fodlon gweithio oriau anghymdeithasol.

gilydd.

Dealltwriaeth dda o sut mae cyfathrebu digidol a marchnata yn cyd-fynd â strategaeth dechnoleg gyffredinol y Cyngor

Gwybodaeth gyfredol am optimeiddio peiriannau chwilio a marchnata yn y cyfryngau cymdeithasol gan gynnwys ymwybyddiaeth o dueddiadau mewn ymddygiad gwneud penderfyniadau e.e. pwysigrwydd cynyddol delweddau a hygredd cynnwys a gynhyrchir gan ddefnyddwyr

Creadigol, arloesol, hyblyg, barod i addasu, hawdd mynd atynt, a gwrandäwr da, gan ddefnyddio dull coetsio o fewn meysydd gwasanaeth er mwyn helpu i gyflawni eu canlyniadau.

Y dycnwch sydd ei angen i weld nodau cyrchfan hirdymor yn dwyn ffrwyth.

Y gallu i fod yn greadigol ac arloesol gyda syniadau.

Sgiliau Cymraeg: Efallai y bydd gofyn i chi ddysgu neu wella eich sgiliau presennol drwy fynychu hyfforddiant Cymraeg i staff a ariennir gan y cyngor.

Os oes angen unrhyw wybodaeth bellach arnoch ynghlŷn â'r swydd hon, cysylltwch â:
Matthew Lewis Rhif Ffôn: 01633 644855
Dyddiad cau: 12pm ar 05/07/2024

FFRAMWAITH SGILIAU YN Y GYMRAEG
LEFEL 1

Gall ddeall ymadroddion sylfaenol bob dydd os yw'r siaradwr yn siarad yn araf ac yn glir ac yn fodlon helpu. Gall gyflwyno ei hunan ac eraill a gall ofyn ac ateb cwestiynau am wybodaeth sylfaenol e.e. unigolyn yn gofyn am weld rhywun, ble mae cyfarfod xxx, toiled ac yn y blaen. Gall drosglwyddo galwadau ffôn, cyfleu neges fer neu wneud cais syml e.e. drwy e-bost.

DEALL	SIARAD	DARLLEN	YSGRIFENNU
<ul style="list-style-type: none"> Gall ddeall cwestiynau syml: lle mae cyfarfod xxx, pwy yw'r person y dymunant ei weld. Gall ddeall i bwy i drosglwyddo galwad ffôn ac yn y blaen. 	<ul style="list-style-type: none"> Gall ynganu enwau lleoedd ac enwau personol yn gywir. Gall gyfarch unigolion wyneb yn wyneb neu dros y ffôn. Gall agor a chau sgwrs neu agor a chau cyfarfod. 	<ul style="list-style-type: none"> Gall ddarllen brawddeg fer, e.e. arwyddion syml, cyfarwyddiadau syml, eitemau agenda, gwybodaeth syml ar ffurflenni. 	<ul style="list-style-type: none"> Gall agor a chau neges e-bost neu lythyr. Gall ysgrifennu enwau personol, enwau lleoedd, teitlau swyddi. Gall ysgrifennu neges syml i gydweithiwr ar bapur neu e-bost e.e. mae hwn a hon wedi galw.

LEFEL 2

Gall ddeall brawddegau pan mae pobl yn siarad am sefyllfaoedd bob dydd, e.e. gwybodaeth bersonol a theuluol syml. Gall gynnal sgwrs sylfaenol gyda rhywun i gael neu gyfnewid gwybodaeth syml, e.e. trafod sut mae person yn teimlo; rhywbeth a ddigwyddodd; cynllun syml ar gyfer y dyfodol. Gall ysgrifennu a deall negeseuon mewn llythyrau neu negeseuon e-bost yn disgrifio materion cyfarwydd ac ysgrifennu mewn brawddegau byr.

DEALL	SIARAD	DARLLEN	YSGRIFENNU
<ul style="list-style-type: none"> Gall ddeall pan mae pobl yn siarad yn araf am sefyllfaoedd bob dydd e.e. rhoi gwybodaeth bersonol, siarad am beth fuont yn ei wneud, yr hyn yr hoffent ei wneud, sut y teimlant yn gyffredinol Gall ddeall pan mae pobl yn gofyn iddynt wneud rhywbeth 	<ul style="list-style-type: none"> Gall gyfathrebu gwybodaeth syml neu ofyn cwestiynau cyffredin, e.e. cael gwybodaeth gan unigolion. Gall ddefnyddio'r Gymraeg i gyrraedd a dangos empathi gydag unigolyn ond dim i gynnal yr holl sgwrs neu sesiwn yn y Gymraeg. Gall gynnal sgwrs fer gydag 	<ul style="list-style-type: none"> Gall ddarllen negeseuon byr a rhai llythyrau neu negeseuon e-bost, e.e. rhai sy'n gwneud cais neu'n gofyn am gyfleu neges 	<ul style="list-style-type: none"> Gall ysgrifennu neges fer at gydweithiwr yn gofyn cwestiwn, yn diolch iddo/iddi, esbonio rhywbeth e.e. amser a lle cyfarfod Gall ysgrifennu llythyr neu neges e-bost byr i drefnu apwyntiad

	<p>unigolyn neu gyfnewid gwybodaeth cymharol syml.</p> <ul style="list-style-type: none"> Gall gyfrannu at gyfarfod ond bydd angen troi i'r Saesneg ar gyfer termau arbenigol. 		
--	---	--	--

LEFEL 3

Gall ddeall y prif bwyntiau pan mae unigolyn neu gydweithiwr yn siarad am bynciau cyfarwydd e.e. yn ystod sgwrs neu gyfarfod grŵp bach. Gall gynnal sgysiau estynedig gyda siaradwyr rhugl am bynciau cyfarwydd yn ymwneud â gwaith bob dydd. Gall ddisgrifio profiadau a digwyddiadau a rhoi esboniadau am a rhesymau cryno am farnau a chynlluniau. Gall ddarllen erthyglau, llythyrau neu negeseuon e-bost am bynciau cyffredinol. Gall ysgrifennu llythyrau neu negeseuon e-bost am y rhan fwyaf o bynciau, e.e. yn gofyn am rywbeth; rhoi gwybodaeth; gwahodd rhywun neu drefnu digwyddiad.

DEALL	SIARAD	DARLLEN	YSGRIFENNU
<ul style="list-style-type: none"> Gall ddeall unigolion a chydweithwyr wrth gyfnewid gwybodaeth neu drafod cynlluniau, os yw'r pwnc yn gyfarwydd. Gall ddeall trafodaeth mewn cyfarfod os yw'r pwnc yn gyfarwydd. Gall ddeall unigolion a chydweithwyr mewn sefyllfa gyfarwydd neu mewn sgwrs bob dydd. 	<ul style="list-style-type: none"> Gall gymryd rhan yn y rhan fwyaf o sgysiau gyda chydweithwyr am waith a chynlluniau os nad yw'r eirfa yn rhy dechnegol. Gall gynnal sgwrs gydag unigolyn neu gyfnewid gwybodaeth cymharol syml. Gall gyfrannu at gyfarfod ond gall fod angen troi i'r Saesneg am dermau arbenigol. Gall addasu cywair iaith i weddu i'r gynulleidfa. 	<ul style="list-style-type: none"> Gall ddeall y rhan fwyaf o negeseuon e-bost neu lythyrau'n ymwneud â gwaith dydd i ddydd. Gall ddyfalu ystyr gair yn seiliedig ar gyd-destun os yw'r pwnc yn gyfarwydd. Gall ddarllen erthygl syml a rhwydd mewn papurau newydd neu fathau o ddeunydd ysgrifenedig mewn cylchgrawn. 	<ul style="list-style-type: none"> Gall ysgrifennu llythyr neu neges e-bost at unigolyn neu gydweithiwr am y rhan fwyaf o bynciau er mwyn gofyn am rywbeth; rhoi esboniad; disgrifio profiad neu sefyllfa; gwahodd pobl neu drefnu digwyddiad. Yn gallu ysgrifennu'n gymharol gywir wrth ddrafftio taflen wybodaeth fer neu boster yn Gymraeg yn ôl yr angen.

LEFEL 4

Gall fel arfer ddilyn y rhan fwyaf o sgysiau neu drafodaethau, hyd yn oed ar bynciau anghyfarwydd. Gall siarad yn hyderus gyda siaradwyr rhugl am bynciau cyfarwydd yn ymwneud â gwaith, a mynegi barn, cymryd rhan mewn trafodaeth a siarad yn helaeth am bynciau cyffredinol e.e. mewn cyfarfodydd neu sefyllfaoedd un-i-un gydag unigolion. Gall ddeall y rhan fwyaf o ohebiaeth, erthyglau papur newydd ac adroddiadau a fwriedir ar gyfer siaradwyr rhugl gyda chymorth adnoddau Cymraeg a gall fwrw golwg dros destunau hir i ganfod manylion. Gall lenwi ffurflenni ac ysgrifennu adroddiadau'n ymwneud â gwaith ac ymateb yn gywir.

DEALL	SIARAD	DARLLEN	YSGRIFENNU
<ul style="list-style-type: none"> Gall ddilyn y rhan fwyaf o sgysiau a thrafodaethau gydag unigolion neu gydweithwyr hyd yn oed os yw'r deunydd pwnc yn anghyfarwydd. 	<ul style="list-style-type: none"> Gall gyfrannu'n effeithlon at gyfarfodydd mewnol ac allanol mewn cyd-destun gwaith. Gall sgwrsio'n gysurus gydag unigolion a chyfnwid gwybodaeth fel sydd angen. Gall ddadlau dros ac yn erbyn achos penodol. Gall gadeirio cyfarfodydd ac ateb cwestiynau o'r gadair yn hyderus. 	<ul style="list-style-type: none"> Gall ddarllen y rhan fwyaf ohebiaeth a bwrw golwg ar destunau hir i ganfod manylion. Gall ddeall y rhan fwyaf o erthyglau ac adroddiadau papur newydd gyda chymorth geiriadur. Gall ddeall testunau, os na ysgrifennwyd mewn dull ffurfiol iawn neu dafodieithol. 	<ul style="list-style-type: none"> Gall gynhyrchu gohebiaeth o bob math, adroddiadau byr, dogfennau a llenyddiaeth gyda chymorth offer cyfieithu Cymraeg e.e. Cysgair, Cysill.

LEFEL 5

Gall ddeall popeth a gaiff ei ddweud. Gall siarad yn helaeth am faterion cymhleth, gan gyflwyno gwybodaeth anodd a gall hwyluso a chrynhofi trafodaethau estynedig neu gymhleth. Gall grynhoi gwybodaeth o wahanol ffynonellau (yn llafar ac yn ysgrifenedig) a'i chyflwyno mewn modd cydlynus. Gall fynegi ei hunan yn fyrfyr, rhugl ac yn fanwl, gan addasu'r iaith i weddu i'r gynulleidfa.

DEALL	SIARAD	DARLLEN	YSGRIFENNU
<ul style="list-style-type: none"> Gall ddilyn pob sgwrs a thrafodaeth gydag unigolion neu gydweithwyr. Gall ddeall amwysedd a naws iaith. 	<ul style="list-style-type: none"> Gall fynegi ei hunan yn fanwl, hyd yn oed wrth drafod materion cymhleth Gall addasu arddull a chywair yr iaith i weddu i'r gynulleidfa. 	<ul style="list-style-type: none"> Gall ddarllen a deall bron bob testun ysgrifenedig heb anhawster, gan ddefnyddio geiriadur yn achlysurol. Gall ddarllen testunau hir i ganfod manylion perthnasol a gall ddeall y rhan fwyaf o fathau o ddeunydd ysgrifenedig. 	<ul style="list-style-type: none"> Gall ysgrifennu adroddiadau mewn arddull glir addas i'r darllynydd gyda chefnogaeth offer cymorth iaith electronig. Gall ysgrifennu Cymraeg ffurfiol neu anffurfiol yn ôl yr angen. Gall ysgrifennu ystod o ddogfennau yn gywir ac yn hyderus.