

**From:** [Name removed]@gov.wales  
**Sent:** 12 April 2021 17:33  
**To:** [Name removed]@gatenbysanderson.com>  
**Cc:** [Name removed]@gov.wales>  
**Subject:** RE: Email 2: follow-up actions - media options

Excellent, thanks so much [Gatenbysanderson Official].

I confirm I'm happy to proceed with this.

[Welsh Government Official]

Datblygu Gwledig & Deddfwriaeth / Rural Economy & Legislation  
**Ffôn/Tel:** [Number removed]  
**E-bost: | E-mail:** [Name removed]@gov.wales [Name removed]@llyw.cymru

**From:** [Name removed]@gatenbysanderson.com>  
**Sent:** 12 April 2021 17:13  
**To:** [Name removed]@gov.wales>  
**Cc:** [Name removed]@gov.wales>  
**Subject:** RE: Email 2: follow-up actions - media options

[Welsh Government Official],

We got a response from [Name removed] at last! Very reasonably priced. If you can confirm your approval to the attached we will get this advertising placed as soon as we get the proofed text from the translator.

With thanks

[Gatenbysanderson Official]

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 Save the environment - think before you print

**From:** [Name removed]@gov.wales>  
**Sent:** 12 April 2021 12:49  
**To:** [Name removed]@gatenbysanderson.com>  
**Cc:** [Name removed]@gatenbysanderson.com>; [Name removed]@gatenbysanderson.com>; [Name removed]@gov.wales>  
**Subject:** RE: Email 2: follow-up actions - media options

Perfect, many thanks [*Gatenbysanderson Official*]

[*Welsh Government Official*]

Datblygu Gwledig & Deddfwriaeth / Rural Economy & Legislation

Ffôn/Tel: [Name removed]

E-bost: | E-mail: [Name removed]@gov.wales [Name removed]@llyw.cymru

**From:** [Name removed]@gatenbysanderson.com>

**Sent:** 12 April 2021 12:30

**To:** [Name removed]@gov.wales>

**Cc:** [Name removed]@gatenbysanderson.com>; [Name removed]@gatenbysanderson.com>; [Name removed]@gov.wales>

**Subject:** RE: Email 2: follow-up actions - media options

We'll try [Name removed] again and see if we can get info from them! The other site we have used for Welsh roles in the past is [Name removed] so we can always get a quote for that if we don't hear from [Name removed] – that is a Welsh site.

[*Gatenbysanderson Official*]

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**From:** [Name removed]@gov.wales>

**Sent:** 12 April 2021 12:26

**To:** [Name removed]@gatenbysanderson.com>

**Cc:** [Name removed]@gatenbysanderson.com; [Name removed]@gatenbysanderson.com>; [Name removed]@gov.wales

**Subject:** RE: Email 2: follow-up actions - media options

Hi [*Gatenbysanderson Official*],

Many thanks for this. We're happy with what you have proposed in the revised media schedule, including the diversity job boards.

We don't have a direct contract / link with [Name removed] unfortunately, we have only done this through an advertising agency previously. If you can continue to explore to see if this is an option, that would be great.

We do need to have another Welsh Language publication covered given we have the Welsh essential post, if not using [Name removed]. Do you have any suggestions? Otherwise, I can wait to forward any suggestions from my colleagues in the Welsh Language team.

[Welsh Government Official] will come back with the translated materials once we've had these back today.

Thanks a lot,

[Welsh Government Official]

Datblygu Gwledig & Deddfwriaeth / Rural Economy & Legislation

Ffôn/Tel: [Number removed]

E-bost: | E-mail: [Name removed]@gov.wales [Name removed]@llyw.cymru

**From:** [Name removed]@gatenbysanderson.com>

**Sent:** 12 April 2021 09:45

**To:** [Name removed]@gov.wales>

**Cc:** [Name removed]@gatenbysanderson.com>; [Name removed]@gatenbysanderson.com;

[Name removed]@gov.wales>

**Subject:** RE: Email 2: follow-up actions - media options

Hi [Welsh Government Official],

Further to your email, please find attached a revised media schedule. You asked for [Name removed]/ [Name removed] to be removed and two further options:

- [Name removed] – this site does not carry any jobs advertising but is a network for D&I resources. IN stead we have proposed a bespoke package of social media promotion on key diversity jobs boards
- [Name removed] – we have not been able to make contact with this site to gain any information about costing, its not a site we have used before but are pleased to be introduced to it. Rather than hold things up, we wondered if this was a site that Welsh Government already has links with and might be able to post direct? If not, we can continue to explore.

Once we have your approval to the media we are then just waiting for the translated material so we can post it, make our mailbox live and proceed with the work.

Look forward to hearing from you during the course of the day.

[Gatenbysanderson Official]

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**From:** [Name removed]@gatenbysanderson.com>  
**Sent:** 09 April 2021 15:13  
**To:** [Name removed]@gov.wales>  
**Cc:** [Name removed]@gatenbysanderson.com>; [Name removed]@gatenbysanderson.com>; [Name removed]@gov.wales>  
**Subject:** RE: Email 2: follow-up actions - media options

Thanks [Welsh Government Official]. I'll get this to my media colleagues now to see what they know about the two additional sources you suggest and see if they take jobs advertising and if so cost.

We're really keen to get this live asap on Monday so if we can get this back to you today for decision we will.

Happy to explore any additional sources as they arise but it may mean advertising gets placed in chunks if some sources emerge late. If they are free sources eg networks, that is less of a problem.

I'll get back to you both on the other emails asap.

[Gatenbysanderson Official]

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**From:** [Name removed]@gov.wales>  
**Sent:** 09 April 2021 14:58  
**To:** [Name removed]@gatenbysanderson.com>  
**Cc:** [Name removed]@gatenbysanderson.com>; [Name removed]@gatenbysanderson.com>; [Name removed]@gov.wales>  
**Subject:** RE: Email 2: follow-up actions - media options

Hi [Gatenbysanderson Official],

Thanks for these media options.

We've discussed and would be keen to try and get this promoted through some of the more diverse networks.

Can we look at advertising in the below media you have suggested, in addition to a couple of other networks we've used in previous campaigns?

- [Name removed]
- [Name removed]
- [Name removed]
- [Name removed]

- [Name removed]

I have also contacted my colleagues in the Welsh Language unit to see if they have any further suggestions for Welsh networks.

We're not keen to pay for advertising in the [Name removed] or [Name removed] based on previous experience.

Happy to discuss on Monday if that's easier?

Thanks

[Welsh Government Official]

Datblygu Gwledig & Deddfwriaeth / Rural Economy & Legislation

Ffôn/Tel: [Number removed]

E-bost: | E-mail: [Name removed]@gov.wales [Name removed]@llyw.cymru

**From:** [Name removed]@gatenbysanderson.com>

**Sent:** 07 April 2021 15:58

**To:** [Name removed]@gov.wales>; [Name removed]@gov.wales>

**Cc:** [Name removed]@gatenbysanderson.com>; [Name removed]@gatenbysanderson.com>

**Subject:** Email 2: follow-up actions - media options

### Media options

To stimulate interest and make sure the roles are promoted widely, we recommend some additional promotion beyond informal social media sharing and the Government Public Appointments site.

Attached is a schedule of options which collectively hits our target audiences: [Name removed]/ [Name removed] will reach private sector/commercial candidates and [Name removed] for the landscape roles (The [Name removed] has significant reach into the environment audience). NB: whether in [Name removed] or [Name removed], the advert will talk about all three roles.

We suggest [Name removed] to make sure we target Welsh language speakers, although they will also be caught by the nationals and [Name removed].

Finally, and highly recommended, is a [Name removed] package as this pays dividends in terms of reach.

Lastly you may wish to consider the [Name removed], these are quite cost-effective also.

Irrespective of any paid for promotion you opt-for, the roles will be promoted on the GatenbySanderson website and [Name removed] feed (but this latter will not be targeted).

Entirely up to you as to whether you opt for all or some of the above – we will just need a decision in writing by email before we can proceed to place.

[Gatenbysanderson Official]  
Principal Consultant, Central Government

Mobile: [Number removed]

GatenbySanderson

[www.gatenbysanderson.com](http://www.gatenbysanderson.com)



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