

## Community Foundation for Northern Ireland

### JOB DESCRIPTION

<b>Job title:</b>	Media and Communications Manager
<b>Responsible to:</b>	Director of Development and Communications
<b>Responsible for:</b>	Marketing and Communications Officer
<b>Hours:</b>	35 per week
<b>Salary:</b>	NJC Scale Points 32 -35 (£35,745 - £38,890)
<b>Duration:</b>	Permanent
<b>Location:</b>	The Foundation currently has a hybrid working approach and therefore your place of work will alternate between the office location and home. You will be expected to travel extensively across Northern Ireland and when necessary, in the Republic of Ireland, the UK mainland and occasionally, internationally.

---

### Summary

The Community Foundation for Northern Ireland is an independent grant making trust, inspiring generosity and achieving impact. In a society where everyone can prosper and live in peace, we encourage and support those who want to give and empower the local community to effect change.

Reporting to the Director of Development and Communications, the post holder will be responsible for successfully raising the profile, building audiences and effectively communicating the Foundation's mission, messages and work to meet strategic and operational objectives. This role will also contribute to the development and delivery of business development strategies and initiatives. The post holder will contribute significantly to organisational growth and innovation and work closely with the Senior Management Team and the Leadership Team to offer expertise, advice and deliver on all matters relating to media and communications.

In order to be suitable for this position you must have experience working in a Communications Manager, Marketing Manager or similar role with substantial marketing and communications experience. It is essential to have broad skills including devising and implementing a corporate communications plan; campaign plan, PR plan, overseeing a corporate website, using digital media, achieving media coverage, brand management, coordinating design, print and production, managing budgets as well as managing staff.

**Main duties and responsibilities:**

- Design and implement an integrated communications and marketing plan for the Foundation.
- Lead, develop, and implement a wide range of policies, plans and strategies (particularly in relation to internal and external communications, public relations, marketing, policy, digital communications and social media) across an extensive variety of knowledge areas.
- Negotiate with stakeholders to shape ideas and concepts into concrete action plans and activity.
- Provide timely expertise and advice to the CEO, Director of Development and Communications and Senior Management Team on all aspects of media and communications including oversight and support for all media interviews/engagement.
- Use own initiative to lead, develop and implement innovative and creative strategies which raise the profile of the Foundation, its work, vision and values.
- Promote diversity, equality and inclusion, ensuring that all matters relating to media and communications have proper regard for equality and diversity issues.
- Lead, develop and implement a range of internal communications processes.
- Synthesise ideas, content and data into concrete and succinct reports.
- Utilise socio-demographic profiles of the communities and audiences in our service areas to effectively target communications activities.
- Commission technical/digital assets accordingly.
- Seek-out and apply innovative uses of channels of communication and social media.
- Lead, develop and implement communications activity plans to support the Foundation's objectives at a strategic level.
- Negotiate and engage with stakeholders to provide complex reports on a wide range of subject areas.
- Gather information from a wide array of subjects and topics. Monitor, capture, analyse and report on results from the full range of the Foundation's communication channels. Provide both strategic and operational insight and reports to inform the development and innovation of the charity
- Deliver the day-to-day operation of the Foundation's media function e.g. handling media enquiries, liaising with the media, co-ordinate photo opportunities etc.
- Develop relationships with media stakeholders, senior colleagues and in partner organisations.

- Manage complex projects and associated budgets to deliver the media and communications function.
- Identify which projects are business critical, and ensure that they are delivered on time and on budget. Use own initiative to make judgements and decisions with minimal management direction.
- Gather, analyse and interpret organisational and customer insight in relation to media and communications. Procure and manage technical solutions.
- Develop, produce and present content for speeches, press releases, website content and other PR and media communications, briefing papers, reports, spreadsheets and presentations.
- Support the Board and sub committees in relation to media and communications.
- Provide line management support to the Marketing and Communications Officer, ensuring they are working to clear outcomes and in line with the mission and values of the Foundation.
- Supervise consultants that may be assigned to assist communication and media work.
- Develop a media outreach plan to identify and build relations with a network of mainstream and specialised media and maintain these relations to increase the Foundation's media profile.
- Produce media briefs and timely press releases.
- Coordinate the development and implementation of media relations strategies and work with grantees to leverage the Foundation's projects, stories and people to enhance visibility and public understanding of our work and role.
- Plan and lead media activities such as programme, advocacy and report launches as well as other special events.
- Provide support in raising awareness of and actively promoting the work of the Foundation with political leaders and decision makers in NI, UK, Ireland and globally.
- Build, maintain and manage effective and influential relationships with a wide range of colleagues in other organisations locally, regionally, nationally and internationally.
- Represent the Foundation and contribute to discussions at multi agency meetings/conferences/events.
- Take personal responsibility for personal and professional development and maximise own resources in a way which reflects the values of the Foundation.
- Work closely with other colleagues to develop and improve effective communications policies, procedures and practices to ensure that branding and communication guidelines are uniformly and consistently followed.

## Personnel Specification

### ESSENTIAL REQUIREMENTS

FACTORS	ESSENTIAL	ASSESSED
<b>Qualifications</b>	<p>A recognised degree in Communications and/or Marketing (with five years' experience in a Communications role)</p> <p>Or</p> <p>A minimum of five years' experience in managing communications and marketing activities in the charity, public or private sector</p>	Application form
<b>Experience</b>	<p><b>Significant Experience of working at a senior level in:</b></p> <p>The development and implementation of strategies and plans in relation to marketing, communications, digital communications and public relations</p> <p>Providing advice in relation to marketing, communications, digital communications and public relations</p> <p>Managing projects; horizon scanning to keep abreast of emerging agendas and issues; multi-agency and partnership working</p> <p>Using information and intelligence to ensure effective decision making and continuous improvement</p> <p>Managing a wide range of communication channels and assets, including digital channels</p> <p>Writing press releases, articles and reports including strong copywriting and editing skills for newsletters, brochures and websites</p> <p>Event management</p> <p>Working in a target-driven environment demonstrating achievement of defined targets with SMART objectives.</p> <p>Developing and creating stakeholder relationships, both internally and externally, in order to achieve business results with a clear understanding of cross-functional business activities and disciplines.</p>	<p>Application form and Interview</p> <p>Application form</p> <p>Interview</p> <p>Interview</p> <p>Application form</p> <p>Application form</p> <p>Application form</p> <p>Application form</p> <p>Interview</p>

	Planning and managing multiple projects with competing priorities and identifying new priorities and adapting plans accordingly, delivering within agreed deadlines.	Application form and Interview
	Staff management	Application form and Interview
<b>Knowledge and skills</b>	<p>Significant skills in utilising a wide range of communications tools, including digital, media and marketing skills</p> <p>Knowledge of current issues facing the third sector in particular, including key policy areas for marketing, communications, digital communications and public relations.</p> <p>Proven ability to develop and manage relationships with the media in Northern Ireland</p> <p>Construct coherent arguments and articulate ideas clearly to a range of audiences, formally and informally using a variety of techniques</p> <p>Ability to identify and mitigate organisational risk in relation to media and communications</p> <p>Highly developed communication and presentation skills</p> <p>Use own initiative and experience to make decisions, working without direct supervision</p> <p>Proven negotiating, influencing, networking and partnership building skills</p> <p>Ability to utilise a full range of standard office IT software/packages</p> <p>Managing sensitive information in a confidential manner</p>	<p>Application form</p> <p>Interview</p> <p>Application form and Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Application form</p> <p>Interview</p> <p>Application form</p> <p>Interview</p>
<b>Personal Qualities</b>	<p>Commitment to the Foundation's vision, mission and values of Generous, Thriving and Together</p> <p>Proactive 'self-starter'</p> <p>Ability to seek out innovation and creative solutions</p> <p>Ability to work on own initiative</p> <p>Ability to work as part of a team to achieve objectives</p> <p>Be able to demonstrate political sensitivity and astuteness</p>	<p>Interview</p> <p>Interview</p> <p>Application form</p> <p>Interview</p> <p>Interview</p> <p>Application form</p>

	Knowledge and understanding of, and the ability to promote Equality, Diversity and Inclusion	Application form
	Commitment to continuous professional development	Application form

### **Summary of Main Terms and Conditions**

- This is a full-time permanent post. Working hours are 35 per week, exclusive of meal breaks.
- The normal hours for this post are Monday to Friday, 9.00 a.m. to 5.00 p.m. and based in the Foundation's Belfast Office. However, the Foundation is a flexible employer operating a flexible working policy and therefore some flexibility will be available. Initially, the post will be home-based as we are currently working remotely. This is likely to change to the Foundation's Belfast Office when lockdown restrictions ease, when the postholder will be required to work two to three days per week in the office.
- Holidays are 25 days annually plus birthday off, (plus statutory & customary days).
- The post is subject to a probationary period of up to 6 months.
- The post-holder may be eligible for membership of the Foundation's Pension Scheme.
- The post-holder will be entitled to membership of the Foundation's HealthShield Employee Benefits Scheme.
- The post-holder will **not** be entitled to on-site parking.

The Community Foundation for Northern Ireland is an equal opportunities employer. We welcome applications from all suitably qualified persons. However, as men are currently under-represented in our workforce, we would particularly welcome applications from men.

**January 2022**