



## **JOB DESCRIPTION**

<b>Job Title:</b>	Communications Officer
<b>Duration:</b>	Permanent
<b>Hours:</b>	35 hours per week
<b>Responsible to:</b>	Communications Manager
<b>Salary:</b>	NJC Salary Scale Points 26-28 (£32,909-£34,723), starting on point 26 (£32,909)
<b>Location:</b>	The Foundation currently has a hybrid working approach and therefore the place of work will include both our Belfast office and home based working.

### **The Role**

This is an exciting and important role in the Community Foundation. We are passionate about achieving our vision for a peaceful, prosperous, shared and just society. Our mission of connecting people who care to causes that matter is making a real difference and we want to do more. We want a society where everyone can prosper and live in peace; we want to encourage and support those who want to give and empower the local community to effect change.

In this role you will work closely with the Communications Manager to drive and deliver the Foundations communications output in a busy and exciting environment, raising the profile of the organisation and engaging with key audiences.

## **About You**

An approachable and results driven person you will provide communications support to the organisation aligned with the Community Foundations strategy and goals. The role will see output delivered from all key aspects of the foundations works, including grant making, programme delivery, partnerships and impact.

You will excel at managing relationships internally and externally. You will be a strong team player and passionate about keeping up to date with current affairs and sectoral trends, best practice and the importance of organisational reputation.

## **Main Responsibilities:**

The responsibilities of the Communications Officer are:

- To write content and tailor messages by audience and marketing channel used including press releases, speeches, briefing papers and online content
- Design and publish content including the management of external suppliers
- Support the development and implementation of an integrated communications plan as part of a team
- Identify and create content and updating of website and social media platforms regularly
- Create strategies to help drive traffic and engagement to our website and social media platforms
- Utilise search Engine Optimisation (SEO) and report on data analysis and social media analytics
- Liaise effectively with stakeholders, including media and representatives of external organisations as appropriate
- Identify media / press opportunities and monitor media output and coverage

- Planning and organising media events / organisational events
- Utilise Salesforce, the Community Foundation CRM database for distribution and reporting purposes
- Work as part of a dynamic and cross functional team, showing initiative and drive

**General:**

- All staff are required to:
  - carry out their work in accordance with the organisational values and ensure that their behaviours are in keeping with our values;
  - be aware of, understand and comply with all of the Foundations policies and procedures;
  - manage their workload effectively while ensuring the efficient use of office resources and in particular MS Office and the Foundation's database, Salesforce;
  - maintain at all times the confidentiality of information received;
  - carry out such other appropriate tasks and work as requested;
  - attend and participate in staff meetings, team meetings and relevant training;

This Job Description is not intended to comprehensively list the responsibilities of the post, but to indicate the main areas which at this stage appear to be the essential requirements of the post.

### Communications Officer : Person Specification

	ESSENTIAL CRITERIA	ASSESSMENT
<b>QUALIFICATIONS</b>	A good standard of education (at least 5 GCSE's (Grade A - C) including Maths and English - or equivalent)	Application Form
<b>EXPERIENCE</b>	<p>At least 3 years' experience in a similar role including all of the following:</p> <p>(i) experience in the use of social media channels within an organisation and proven success in positive coverage</p> <p>(ii) Proven experience of managing websites</p> <p>(iii) experience of database management</p> <p>(iv) experience of data analysis and reporting</p> <p>(v) knowledge and experience of using design packages</p> <p>Proven skills in organising events</p>	<p>Application Form and Interview</p> <p>Application form and Interview</p>
<b>KNOWLEDGE/ SKILLS</b>	<p>Excellent oral and written communications skills with the ability to tailor messages by audience and marketing channels</p> <p>Excellent understanding of how to use marketing tools and techniques to increase the visibility, profile and reputation of an organisation</p> <p>Excellent IT skills including use of MS Office</p>	<p>Test/Presentation and Interview</p> <p>Test/Presentation and Interview</p> <p>Application Form</p>

	<p>(Word, Excel, Powerpoint) Google Apps, Adobe suite and CRM database use</p> <p>Strong attention to detail and excellent time management skills</p>	<p>and Test</p> <p>Test/Presentation and Interview</p>
<b>PERSONAL QUALITIES</b>	<p>Commitment to teamwork and working in a collaborative manner</p> <p>Enthusiastic, and motivated with ability to remain calm under pressure</p> <p>Ability to build and maintain highly effective working relationships with a range of stakeholders (both internally and externally)</p>	<p>Interview</p> <p>Test and Interview</p> <p>Test/Presentation and Interview</p>
<b>OTHER REQUIREMENTS</b>	<p>Committed to the Foundation's vision, mission and our values of Ambitious, Passionate, Integrity.</p> <p>Committed to Diversity, Equity and Inclusion and to working with a diverse range of people and communities across Northern Ireland</p> <p>Able to attend events and meetings across Northern Ireland, including occasional evening and weekend events and meetings.</p> <p>Hold a valid driving licence and have regular access to a car for work purposes. Consideration will be given to alternative travelling proposals in respect of applicants with a disability who cannot hold a driving licence.</p>	<p>Application Form and Interview</p> <p>Application Form</p> <p>Application Form</p> <p>Application Form</p>
	<b>DESIRABLE CRITERIA</b>	

<b>QUALIFICATIONS</b>	Degree qualification or equivalent (preferably in Marketing, Media, Communications or Journalism)	Application Form
<b>EXPERIENCE/ KNOWLEDGE</b>	<p>Experience of current broadcast, print and online publication/outlets</p> <p>Knowledge and experience of filming and editing skills</p> <p>Knowledge and experience of the community and voluntary sector</p>	<p>Application Form</p> <p>Application Form</p> <p>Application Form</p>

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

- This post is a permanent post.
- Working hours are 35 per week or 20 hours per week, exclusive of meal breaks. Office hours are Monday to Friday 9.00am – 5.00pm inclusive of meal breaks. The post-holder will be required to be flexible and work unsocial hours occasionally, to meet the needs of the post. We offer flexible working arrangements, subject to business needs.
- Holidays are 25 days annually (plus statutory days) pro-rata.
- Staff also get a day off for their birthday each year.
- 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 Health Shield Employee Benefits Scheme.
- The post is subject to a probationary period of up to 6 months.
- The post-holder will not be entitled to on-site parking at our office.

The Community Foundation for Northern Ireland is an equal opportunities employer. We welcome applications from all suitably qualified persons. However, as men and members of minoritised communities are currently under-represented in our workforce, we would particularly welcome applications from these sections of the community.

February 2023