

<b>Job Title:</b>	<b>Marketing &amp; Stakeholder Engagement officer</b>
<b>Hours:</b>	22.5 to 37.5 hours per week (negotiable)
<b>Location:</b>	Hybrid working (home/office) with travel - Magherafelt base
<b>Term:</b>	Fixed Term to 31st March 2025 (with opportunity to extend, subject to funding)
<b>Salary:</b>	£26,200 (pro rata- rising to £27,200 upon completion of probation)

#### **Company Background:**

Network Personnel (NP) was established in 1987 and is currently one of the top-performing organisations in Northern Ireland in terms of back-to-work and employability initiatives. As a result of continued growth, they wish to appoint a suitably experienced and motivated 'Marketing & Stakeholder Engagement Officer'.

#### **Job Purpose:**

This role will support the promotion of Network Personnel's GROW programme (and broader suite of initiatives) to increase participation and programme visibility in targeted areas across Northern Ireland. This individual will develop, implement, and manage comprehensive marketing strategies for Network Personnel & the GROW Partnership Programme, including overseeing social media platforms, content creation, and community outreach. The Marketing & Stakeholder Engagement Officer will also play a pivotal role in increasing programme awareness, participant recruitment, and engagement, working collaboratively with partner organisations.

#### **Core Duties and Responsibilities:**

- **Marketing Strategy & Social Media:**
  - Develop and implement effective marketing and communication strategies to promote the NP GROW Partnership Programme.
  - Manage and maintain the programme's presence on social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube.
  - Create, schedule, and monitor engaging content that reaches target demographics, including 50+, women, people with disabilities, ethnic minorities, and young people not in education, employment, or training (NEET).
  - Run targeted social media campaigns aimed at recruiting participants and promoting key events, workshops, and programme outcomes.
- **Content Creation & Brand Development:**
  - Write and design digital and print marketing materials including flyers, newsletters, case studies, and participant testimonials that reflect the GROW programme's (and Network Personnel's) values and achievements.
  - Ensure consistency in branding and messaging across all promotional materials (as per funder requirements)
  - Update and maintain the Company website, ensuring it is relevant, informative, and current.
- **Community Engagement & Outreach:**
  - Assist in organising promotional events, workshops, and networking activities in collaboration with partner organisations to enhance community engagement.
  - Foster relationships with community leaders, local services, employers, and stakeholders to increase programme visibility and establish strong referral networks.
  - Promote programme services at local events and through community outreach initiatives, ensuring a high level of public engagement and participant recruitment.

- **Public Relations & Communications:**
  - Draft and distribute press releases and liaise with local media to publicise successes.
  - Manage external communications, ensuring that all stakeholders, including partners, participants, and the public, are kept informed about programme developments and achievements.
- **Data Reporting & Performance Tracking:**
  - Track and report on the performance and effectiveness of marketing activities and social media campaigns, providing regular updates to management on recruitment trends and engagement levels.
  - Adjust marketing strategies based on data insights to optimise recruitment and outreach efforts.
- **Collaboration & Teamwork:**
  - Work closely with the direct delivery teams to ensure marketing efforts support their objectives.
  - Attend and contribute to team meetings, helping to ensure overall programme objectives are met.
  - Assist with managing content and interaction within the programme's social media channels, ensuring all communications are timely and professional.
- **Additional Duties:**
  - Undertake continuous professional development (CPD) activities to enhance individual and organisational performance, maintaining and developing skills in line with the highest professional standards.
  - Provide high levels of customer service through effective communication with colleagues, participants, and stakeholders.
  - Participate in any other related duties required by the programme's objectives.
  - Adhere to and uphold Network Personnel's Code of Conduct, policies, procedures, and values at all times, including Equal Opportunities, Health & Safety, Data Protection, Confidentiality, and more

***Benefits:***

- Flexible working arrangements (22.5 to 37.5 hours per week, office hours, Monday to Friday)
- Competitive salary and benefits package (including hybrid working, pension scheme, annual incremental increase in leave entitlement and 'Birthday leave' policy)
- Opportunity to contribute to a meaningful programme aimed at empowering vulnerable groups within Northern Ireland.

<b>Marketing &amp; Stakeholder Engagement Officer Person Specification</b>		
		<b>How assessed</b>
<b>Qualifications</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Level 5 qualification (or higher) in relevant discipline- Marketing, Communications, Public Relations, or a related field (or equivalent experience)</li> <li>GCSE English &amp; Maths grade C or above (or equivalent)</li> </ul>	Declaration Form & validation of original copies of certificates
<b>Experience</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Proven experience in social media management, digital marketing, or a similar (paid or unpaid role/project).</li> <li>Proven proficiency and experience in utilisation of graphic design software and content creation tools (e.g., Canva, Adobe Creative Suite)</li> </ul>	Declaration Form Declaration Form
<b>Job related Knowledge</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Strong knowledge of social media platforms, trends, and analytics tools (e.g., Facebook Insights, Google Analytics).</li> <li>Strong knowledge and ability to use Microsoft Office including Word, Excel and Outlook</li> </ul>	Declaration Form Declaration Form
<b>Skills and Competencies</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Excellent communication skills, both written and verbal.</li> <li>Creativity in developing engaging, inclusive, and visually appealing content.</li> <li>Ability to work collaboratively across multiple organisations and with a diverse range of stakeholders.</li> <li>Strong organisational and project management skills, with the ability to handle multiple tasks and meet deadlines.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>Familiarity with Northern Ireland's socio-economic landscape and understanding of challenges faced by target demographics is desirable.</li> </ul>	Declaration Form Declaration Form Declaration Form Declaration Form  Interview
<b>Other requirements</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Full driving license and access to a vehicle for work purposes or ability to demonstrate alternative method of being able to fulfill any travel related duties of the role.</li> </ul>	Declaration Form

**Applications Procedure:**

To express your interest in this role, forward your C.V. (in word format only) with the attached Applicant Declaration Form, detailing how you meet the essential criteria, to [alex.mckee@networkpersonnel.org.uk](mailto:alex.mckee@networkpersonnel.org.uk) .

**Closing Date for receipt of applications is Friday 13<sup>th</sup> September 2024 at 5pm**