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**Job Description ESP/CMO19**

Project: EastSide Partnership

Job Title: **Communications & Marketing Officer**

Location: EastSide Partnership, Avalon House

Reports to: Operations Manager

**Terms and conditions**

**Salary:** Starting on NJC Point 19, on a scale of points 19–25, currently £24,799 - £28,785, + 7.5% pension

**Contract:** This is a permanent post however will be dependent on future funding. *Job subject to 6-month probation period.*

**Holidays:** 25 days per year plus statutory holidays.

**Hours of work:** 37.5 hours per week but willingness to work flexible hours including evenings and weekends essential.

EastSide Partnership is only able to accept applications from those individuals who are currently eligible to work in the UK. We will only interview those applicants who appear, from the information provided, to be the most suitable in terms of the person specification.

**Main Purpose of Job**

Assist in the planning, management and delivery of EastSide Partnership’s marketing and communications activity with a strong focus on the effective use of digital technologies and social media platforms.

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**Summary of responsibilities and personal duties**

1. Assist with the development and delivery of a Marketing and Communications Strategy for ESP, including subsidiary companies
2. Work in partnership with ESP, subsidiary companies and external agencies including graphic design, web, photography and PR, to create and coordinate compelling and engaging online/offline marketing activity all year round
3. Deliver integrated multi-channel marketing campaigns in line with ESP’s strategic objectives, maximising effectiveness through partnerships and collaboration, audience insights, media planning, execution and evaluation
4. Develop and manage creative content on ESP websites to ensure they are engaging platforms and useful resources for consumers and wider east Belfast stakeholders
5. Work alongside ESP and subsidiary companies on the effective design, management and development of all group websites to ensure connectivity and consistency of messaging
6. Implement pro-active Search Engine Optimisation to maximise the profile of ESP websites
7. Develop and manage ESP’s E-Commerce and Online Ticketing platforms
8. Manage ESP’s social media activity to foster vibrant online communities, deliver innovative digital campaigns and ensure that ‘social’ is integrated into all aspects of ESP communications moving forward
9. Ensure profile of ‘EastSide’ is maximised on all third-party websites such as Discover Ireland, DiscoverNI and Visit Belfast and constantly review
10. Manage appropriate acquisition and segmentation of audiences to ensure effective dissemination of digital content through ESP’s eCRM channels
11. Lead on planning, creation and delivery of inspiring and engaging content aligned to key trigger points throughout the year
12. Raise the profile and maximise the cross-sectoral influence of ESP
13. Work alongside ESP and subsidiary companies on the creation, design and print of promotional literature such as posters, flyers, brochures and trail maps
14. Maximise the profile of ESP and its subsidiary companies

* Work with Connswater Community Greenway on the promotion of year-round events and initiatives and the promotion of the Greenway as a destination/ attraction for visitors
* Develop a pro-active PR strategy for EastSide and seek to attract industry and journalist FAM Trips in order to increase the profile of east Belfast
* Work with EastSide Arts to maximise the profile of the arts in east Belfast in particular during the EastSide Arts Festival and C.S. Lewis Festival
* Work with EastSide Learning on the promotion of events and raise awareness of their work to connect schools, parents and communities
* Work with EastSide Tourism on initiatives to roll out the delivery of the EastSide Destination Brand across east Belfast
* Work with Landmark East to maximise the profile of the company and its physical regeneration projects

1. Undertake such other relevant duties as may from time to time be required

**Person Specification ESP/CMO19**

**Essential Criteria**

*Qualifications and Experience*

* A third level qualification in a relevant subject (marketing, communications, public relations)

At least one years’ experience in the following areas:

* developing and successfully managing a marketing strategy, including analysing audience and marketing data, media promotion and development and delivery of successful marketing campaigns
* employing a broad spectrum of marketing channels and techniques including the application of new and emerging digital marketing tools and platforms with a track record in developing a strong social media presence
* working with third party creative and media agencies
* working with key partners, external organisations and the media to integrate messages and achieve positive outcomes

*Skills*

Communication skills: a high degree of literacy with the ability to write reports, draft press statements and create engaging digital content

Effective oral communication skills: the ability to convey ideas and information in a persuasive and influential manner to the media, stakeholders, customers and colleagues and to provide professional advice and support to senior management

Technical skills: comprehensive knowledge of Content Management Systems, search engine optimisation, Microsoft Office Suite, Photoshop/ InDesign, Canva or similar, digital media platforms and email marketing

Analytical skills: the ability to use audience insight to shape marketing plans and campaigns.

Work planning and organisational skills: the ability to operate effectively under pressure, to forward plan and to effectively prioritise taking into account short and medium term goals, service demands and the availability of resources

Customer care: the ability to identify and deal with the needs of customers via various communication channels

*Disposition*

* Well presented & inspires confidence
* Self-motivated and initiative taking
* A strong team player with a collaborative approach and excellent interpersonal skills

*Knowledge and Values*

* Commitment to regeneration and a partnership approach
* Knowledge of EastSide Partnership and subsidiary companies.

*Circumstances*

* Ability and willingness to work flexible hours including evenings and weekends

**Desirable Criteria**

*Qualifications and Experience*

* Experience of managing multi-faceted marketing plans incorporating multiple companies/projects similar to the complexity of EastSide Partnership’s structure
* Experience in managing budgets
* Art/ design qualification

**Equal Opportunities Monitoring Form ESP/CMO19**

**Ref No: ESP/CMO19 Private & Confidential**

We are an Equal Opportunity Employer. We do not discriminate on grounds of religious belief or political opinion. We practice equality of Opportunity in employment and select the best person for the job.

To demonstrate our commitment to equality of opportunity in employment we need to monitor the community background of our applicants and employees, as required by the Fair Employment and Treatment (NI) Order 1998.

Regardless of whether we practice religion, most of us in Northern Ireland are seen as Catholic or Protestant. We are therefore asking you to indicate your community background by ticking the appropriate box below.

**I am a member of the Protestant community**

**I am a member of the Roman Catholic community**

**I am a member of neither the Protestant nor Roman**

**Catholic community**

**Please in****dicate whether you are: Female**

**Male**

If you do not complete this questionnaire, we are encouraged to use the “residuary” method, which means that we can make a determination on the basis of personal information on file/application form.

Note: It is a criminal offence under the legislation for a person to “give false information in connection with the preparation of the monitoring return”.

**Application Process ESP/CMO19**

**Application**

* Completed applications must arrive by **12.00pm on Tuesday 23rd April**
* Applications will only be accepted by email to [heather@eastsidepartnership.com](mailto:heather@eastsidepartnership.com) and will be acknowledged by email. If not acknowledged please contact Heather on 028 9045 1900
* Application MUST be by letter outlining how you meet all of the criteria in the person specification. The letter must be no longer than 2 x A4 pages, *minimum font size 11.* You may also include a CV (max 2 x A4 pages, *minimum font size 11*) but please ensure that if you enclose a CV, you cover how you meet all criteria as detailed in the person specification, in your letter
* To be accepted the application **MUST** include the monitoring form
* Only information contained in the letter and accompanying CV will be taken into account, so please ensure that you include all relevant information. Any content exceeding the 2 x A4 limit will be disregarded.
* We may only interview those applicants who appear, from the information provided, to be the most suitable in terms of the person specification provided.

**Equal Opportunities**

* EastSide Partnership is an equal opportunities employer. EastSide Partnership does not permit unlawful discrimination of any kind against any person on grounds which include gender, sexual orientation, marital status, religious belief or political opinion, race or disability. Unlawful discrimination is defined as treating a person less favourably than others are, or would be treated in the same or similar circumstances.

**Canvassing**

* Canvassing in any form will, if proved to the satisfaction of EastSide Partnership, disqualify a candidate for the appointment

**Interviews**

* **Interviews will be held on Monday 29th April.** Please ensure your availability for interview on this date prior to application, as it will not be possible to arrange an alternative date

**Job Description**

* The duties outlined in the Job Description serve as a guide to the current and major responsibilities of the post. These will inevitably vary as the role develops and the Job Description will be reviewed on a regular basis. Changes will be subject to consultation with the post holder.

**Background Information**



**EastSide Partnership** is a regeneration charity which delivers a wide variety of projects with a clear mission, ‘to make east Belfast a better place’ for resident and visitors. We work with local councils, statutory agencies, community organisations, elected representatives and businesses to make east Belfast a great place to live, work, visit, invest and be proud of.

Our vision is that east Belfast will be a great place where:

* Residents enjoy good health and well being
* Education is valued and high standards achieved
* Tourism, arts and hospitality are thriving

EastSide Partnership aims to:

* Contribute to physical regeneration in east Belfast by developing key properties through **Landmark East**
* Ensure the **Connswater Community Greenway** is developed and maintained as a destination for all and deliver similar initiatives
* Deliver **EastSide Arts** festivals, community arts project and support local arts groups
* Facilitate schools and communities to work together to deliver better outcomes for children through **EastSide Learning**
* To increase visitors to east Belfast and ensure that the potential socio-economic benefits of tourism are maximised at a local level through **EastSide Tourism**

For more information please visit [www.eastsidepartnership.com](http://www.eastsidepartnership.com)



 