 

**We are Northern Ireland’s only charity dedicated to helping cancer patients, the terminally ill and older people with mobility issues hold on to their companion pets at a time when they need them most.**

**Job Description**

**Job title:** Communications and Marketing Lead

**Reports to:** CEO

**Operational Area:** Northern Ireland

**Location:** Home based with some travel throughout Northern Ireland

**Salary:** £22,542 (21-hour week) or £29,467 (28-hour week) - hours negotiable

**Contract period:** Funded to 31st March 2026 with possibility of extension

**Job purpose:**  We are seeking a creative and innovative individual to increase awareness of Rosie’s Trust, manage community events throughout NI and implement tailored communications to support a wide range of income-generating activities.

The successful candidate will be a ‘people person’, an excellent communicator and a self-starter, who enjoys thinking creatively and strategically, and is comfortable building meaningful relationships with a range of stakeholders. The incumbent will be happy working independently as well as working virtually from home.

**Key Roles and Responsibilities**

* To lead all aspects of Rosie’s Trust communications functions, including PR and media (print and broadcast), as well as digital and social media campaigns.
* Working closely with the Fundraising Lead, to implement – and enhance where appropriate – Rosie’s Trust ‘Funding and Communications Strategy’.
* Working closely with the Fundraising Lead, to ensure that all communications and campaigns activity supports income growth by building, cultivating, stewarding and growing Rosie’s Trust supporters.
* To initiate and develop relationships with journalists from all media in Northern Ireland.
* To map, identify and organise community and other events to raise Rosie’s Trust profile throughout Northern Ireland.
* To support staff, volunteers and external stakeholders in managing the use of Rosie’s Trust brand.
* To develop a measurement and evaluation framework to monitor progress and inform monthly reports to the Board.
* To comply with Rosie’s Trust policies and procedures.
* To be available to work at weekends and evenings, as and when required.
* To perform any other duties as and when required by senior management or the Board.

**Selection Criteria**

**Essential:**

1. At least 5 years’ experience working in a communications / marketing/stakeholder engagement environment.
2. Proven experience of implementing a digital and campaign-driven communications strategy.
3. Highly developed communications and interpersonal skills with the ability to work effectively with people from a wide range of backgrounds.
4. Proven ability to work at both strategic and operational levels.
5. Proven ability to take initiative and undertake work efficiently and effectively to achieve results.
6. Highly experienced in managing projects and budgets.
7. Proficient IT skills and demonstrable workplace experience in the use MS Office, social media and other relevant programmes to support delivery of strategy and objectives.
8. Proven ability to work as part of team.
9. Access to a suitable vehicle that will enable you to carry out the travel requirements of the post in an efficient and effective manner.

**Desirable:**

* Bachelor’s Degree in Communications, Journalism, Public Relations or equivalent.



**Application Form**

Rosie’s Trust is a unique NI charity dedicated to helping people with cancer, a terminal illness or older people with mobility issues to hold on to their companion pets at a time when they need them most.

**Guidance Notes for completing your application form**

1. Please complete all sections of this application form.
2. The shortlisting process will be based solely on an assessment of the strength and quality of the evidence provided in your application form.  It is essential therefore that you provide sufficient detail to demonstrate how and to what extent you meet the requirements.
3. Please do not change or remove any of the sections of this form
4. If you need to add any supplementary information, please keep this to a maximum of 300 additional words marked on a separate piece of paper.  Any inclusions over 300 words will not be considered
5. We reserve the right to apply additional criteria if necessary as part of the shortlisting process.
6. If you require an alternative form of application please contact catriona@rosiestrust.org

**Closing date: 5pm, Friday 13 September 2024**

Please return your completed application form to catriona@rosiestrust.org

Completing this application and returning it electronically will be accepted as a signed application.

If you have any queries regarding your application, please contact Catriona on
07842 311857

We look forward to hearing from you!

**Position applied for: Communications and Marketing Lead**

**Personal details:**

|  |  |
| --- | --- |
| Title  |   |
| Name   |   |
| Address  |     |
| Postcode   |   |
| Contact number  |   |
| Email address  |   |

Are you a volunteer or have you volunteered with Rosie’s Trust in the past? Yes/No

**Education and training**

|  |  |  |
| --- | --- | --- |
| **Place of study** | **Qualification/s awarded** | **Date of award** |
|  |  |  |
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**Further/higher education qualifications e.g. NVQ’s, BTEC, HND, Degree or equivalent**

|  |  |  |
| --- | --- | --- |
| **Place of study** | **Qualification/s awarded** | **Date of award** |
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 **Membership of Professional Bodies**

|  |  |  |
| --- | --- | --- |
| **Name of Professional Body** | **Class/grade (if applicable)** | **Date (from start to end)** |
|  |  |  |
|  |  |  |
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**Work related training**

Please give details of any relevant training courses you have been on, particularly those in the last five years

|  |  |  |
| --- | --- | --- |
| **Organising body** | **Course title/subject** | **Date** |
|  |  |  |
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**Work history**

Please do not go back more than 10 years unless you have particular experience from that time that is relevant to this role.  Please provide as much information as possible, starting with your current or most recent job.  (You may use additional sheets if necessary)

**Current/most recent employment**

|  |
| --- |
| Job Title:   |
| Date commenced:   | Date left or notice required:   |
| Current or most recent salary and benefits:    |
| Name of employer:    |
| Address of employer:   |
| Main Responsibilities:              |
| Reason for wanting to leave / leaving:     |

**Please give details of your employment history in reverse chronological order for up to 10 years only.  Indicate any career breaks and the reasons for them and state other full time commitments.**

|  |  |  |  |
| --- | --- | --- | --- |
|  Employer’s name and address  | Job title and salary  | Dates: from - to  | Reason for leaving  |
|                                                 |   |   |   |

**Statement addressing essential criteria**

Please demonstrate using examples how you meet the 9 essential criteria detailed in the job description. Please do not exceed 300 words per criterion.

* 1. **At least 5 years’ experience working in a communications / marketing/stakeholder engagement environment.**
	2. **Proven experience of implementing a digital and campaign-driven communications strategy**
	3. **Highly developed communications and interpersonal skills with the ability to work effectively with people from a wide range of backgrounds**
	4. **Proven ability to work at both strategic and operational levels**
	5. **Proven ability to take initiative and undertake work efficiently and effectively to achieve results**
	6. **Highly experienced in managing projects and budgets**
	7. **Proficient IT skills and demonstrable workplace experience in the use MS Office, social media and other relevant programmes to support delivery of strategy and objectives**
	8. **Proven ability to work as part of team**
	9. **Access to a suitable vehicle that will enable you to carry out the travel requirements of the post in an efficient and effective manner**

 **Desirable criterion**

* Bachelor’s Degree in Communications, Journalism, Public Relations or equivalent

**References**

Please give the name and address of two referees.  Please include your current or last employer.  Your referee should ideally be your line manager or an individual in a higher level position who can comment on your performance.

*NB: references will only be contacted with your prior agreement.*

**Referee 1**

|  |  |
| --- | --- |
| Name:  |   |
| Relationship:  |   |
| Company:  |   |
| Address:  |   |
| Tel:  |   |
| Email:  |   |

**Referee 2**

|  |  |
| --- | --- |
| Name:  |   |
| Relationship:  |   |
| Company:  |   |
| Address:  |   |
| Tel:  |   |
| Email:  |   |

**Interview requirements**

Please let us know if you have any specific requirements in order to attend an interview.

**Declaration and Consent**

If shortlisted for interview you will be required to disclose details that may be verified, if appropriate. Applications are encouraged to disclose convictions and Rosie’s Trust will consider these on their merit as appropriate. All posts within Rosie’s Trust undergo an enhanced Access NI check.

I declare that the information I have given is complete and accurate.

|  |
| --- |
| Name:  |
| Date: |