

CENI require freelance communications services to October 2017

Community Evaluation NI is reviewing its communications strategy and CRM system and will recruit to a new part time role in the autumn. In the interim, August to October, there is work to be done for CENI and the Inspiring Impact NI project. <https://www.ceni.org/> <https://inspiringimpactni.org/>

We need a clever, organised, inventive communicator to help us make big steps towards two goals between August and October 2017. The budget is in the region of £2,000. We have a small budget to create materials or purchase subscriptions or licences as and if required.

How to apply

1. Send us FOUR pages, maximum:
 - a. Up to TWO covering your relevant technical and creative skills; how you balance the methodical and technical; and your preferred pattern of work to get the job done. Actual examples of where you delivered similar successes are good.
 - b. ONE page of your approach or the key things you would do to tackle this work.
 - c. ONE page with your fee for the work, confirmation you are set up to work freelance, and two recent referees: work you did for them, emails and tels.
2. If you want to add a cv or list of similar work, please do so in a separate document.
3. Send everything to brendakent@ceni.org to arrive by **23:55 Wed 2 August** latest

Required abilities To be considered you will need to show us you have a mix of these skills and abilities. You may not have them all, so please indicate how you'll cover any important gaps.

Technical

- Use Microsoft Office to create text and image docs suitable for web and emailing.
- Work with lists (Word, Excel, csv, Access - don't mind which) to clean, tag, sort.
- Use merge to personalise emails. Use Mailchimp (or similar).
- Use Facebook, Twitter, YouTube. Linked In. Use via Buffer or Hootsuite (or similar).
- Work a Wordpress website that uses a Drupal CMS.
- Use analytics for all social media, mailings and website and produce clear, concise updates. Explain to us what worked.

Creative

- Skilled or trained eye that can balance access and appeal in visual design of communications
- A way with words that adapts to different audiences, channels and purposes

Methodical

- Pick the target types. Research them. Get the right contacts. Proof everything.
- Record contacts. Clean errors. Record replies. Update lists. Pass on follow up work.

Inventive

- Look at it and see how we get there better.
- Have the knowledge and confidence to tell us.

Focus with flex

- Stick to and finish the task (adapt it to be effective, but do it)
- Work to suit the audience and goals, not us or you
- Engage regularly with the Ceni team and report on progress

Goals 1 Get the people who influence resources and policy for the third sector, to realise we:

- have great expertise in outcomes and handle complex, important work
- understand their particular circumstances and needs
- are able to advise, consult, inform to ease their work

2 Get people who work in third sector organisations to realise that:

- they really need to think about outcomes soon because funders and regulators require them to
- we understand outcomes, especially in the third sector
- we are the affordable, big friendly go-to people for getting started, trained or expert support.

Tasks

Get our recent report 'Navigating Change' in front of funders and policy makers both directly and using articles or blogs or other means. <https://tinyurl.com/CeniNavigatingChange>

Promote our new short animated video about 'Inspiring Impact' to third sector organisations as a way of getting them to think impact. <https://www.youtube.com/watch?v=rWgUNyl43tE>

Promote our new series of advice clinics, training and mentoring services to third sector organisations.

Clarify and identify individuals and groups in the target audiences, clean and compile contact lists, identify appropriate media to reach them.

Work with our team to identify content and prepare materials with messages tailored in content, style and tone and deliver to the target audiences (below)

Regional government:

MLA's, Special Advisers, NI Executive Departments

Priorities: DfC, DoH, DoJ as the key third sector funders

Local government:

Chief Executives, heads of departments / units

Priorities: People responsible for planning or funding for: Community planning, Community development, Local economic development, Culture and leisure

Third sector organisations with employees and groups with few or no employees

Trustees, Chief Executives, Managers, Project managers, Fundraisers, Researchers, volunteer members of staff

Sub sectors eg Health, Age, Rural, Children, Art, Poverty, geographic areas.

Resources

Print and PDF versions of report

Web sites (CENI, Inspiring Impact NI)

Facebook and Twitter (CENI, Inspiring Impact NI) YouTube channel (IINI)

Outlook contacts and Excel lists (we move to Salesforce in the autumn)

An e-newsletter (currently Mailchimp)

Budget for print, if required

Success is

Indicated by more and different public and third sector people engaging with us:

- Number of different people, departments, organisations making contact
- Number of calls, emails to office, engagements and interactions online
- Number of validated subscriptions for notice of events and newsletters
- Number of invitations to meet key influencers or possible partners
- Number of bookings of support as a result (meetings, training, clinics etc)