

JOB DESCRIPTION

JOB TITLE:	Digital Change Maker Internship
MAIN LOCATION:	20 Seymour Street, Ballymoney
HOURS:	37 hours per week
SALARY:	£8.50 per hour
RESPONSIBLE TO:	Senior Management Team



CAN is a Ballymoney-based charity working with young people and adults with learning disabilities, autism and mental health issues.

The Role:

We are looking for a proactive person who is enthusiastic about understanding and contributing to the growth of CAN as an innovative organisation providing services for people with learning disabilities, autism and mental health issues.

At CAN, our members are at the heart of what we do. The Digital Change Maker will assist in the delivery of Marketing, PR and Social Media services ensuring organisational values, ambitions and goals are achieved. This is a supporting role responsible for assisting in the delivery of the marketing strategy and related communications including social media to support campaigns.

This is an exciting opportunity for a confident, motivated self-starter and there is great scope for creative thinking and innovation in this role – working within a supportive team.

MAIN DUTIES AND RESPONSIBILITIES

Marketing and Communications:

- Support the Senior Management Team in devising and delivering a marketing and communication strategy;
- Contribute to the production of creative content for CAN's website and a range of media;
- Assist with the production of print promotional materials, both in house and by liaising with designers;
- Undertake interviews and arrange photo shoots with our members to ensure the placement of good news stories on social media and in appropriate media;
- Devise editorial and advertisements to market CAN's services and raise its profile;
- Assist with the planning, organisation and management of events;
- Be responsible for keeping company website, intranet and social media content fresh and up to date and for ensuring information is correct and consistent;
- Arrange the effective distribution of marketing materials.

Promotion of CAN:

- Be a first point of contact for queries, ensuring you are friendly, calm and polite at all times;
- Take responsibility for providing support, equipment and materials for events and exhibitions as required;
- Develop relationships with scheme co-ordinators to ensure a regular flow of information for marketing purposes and that their communications support needs are met.
- Undertake mail shots and e-marketing campaigns as required.

Digital Marketing:

- Be responsible for social media activity (Twitter, Facebook, Instagram etc) and oversee CAN's social media accounts.
- Be passionate about creating original and engaging content that supports the growth of CAN's internal and external communication forums.
- Monitor social media and website activity on a daily basis.

General

- To work as part of a wider team of staff and volunteers to support CAN in achieving a thriving, sustainable and vibrant organisation;
- Undertake other duties as shall be reasonably required from time to time

PERSON SPECIFICATION

- An interest in business skills for charity work;
- Good written communication skills with the ability to write for a wide range of audiences.
- Have a good working knowledge of digital communications platforms including websites, social media, blogs and able to engage with audience and update content regularly;
- Some knowledge of digital management tools and reporting.
- Able to creatively produce basic design work using platforms such as Canva and Microsoft Publisher.
- Experience of assisting in the planning and delivery of events.
- Passion for addressing issues affecting people with learning disabilities, autism and mental health issues;
- Ability to think creatively when communicating with different audiences;
- Ability to work using own initiative and manage multiple tasks and projects simultaneously;
- A high standard of organisational skills and the ability to prioritise tasks and work in an efficient way!All CAN employees must undertake ACCESSNI Enhanced Disclosures upon appointment.

CAN is committed to ensuring equal opportunities, fairness of treatment, dignity, work-life balance and the elimination of all forms of discrimination in the workplace for all staff and job applicants. The employer aims to create a working environment in which all individuals are able to make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit. Therefore the organisation has adopted this policy as a means of helping to achieve these aims.

If successful, this internship will be funded by:



Northern Ireland



Core Competancies...



We ask all employees to deliver for our core business by asking the following:

Be Good at what you do:

- Believe in the potential of our people and help them to be the best they can be;
- Be ethical and work with integrity, trust and fairness;
- Encourage respect and help us do our bit to make peoples' lives better;
- Set your attitude when you come in the door - create a warm, positive and happy environment. If you are happy, then your colleagues will be too. If you're not happy, tell us about it, be honest and move forward;
- Be positive, be energised and most importantly be passionate. Share your energy with everyone and you'll find it's contagious, benefiting everyone around you and bringing your projects ever-greater success.

Be Visionary:

- The most effective communications are those that are focused, simple, and clear, and your message will often go further when delivered in a simple and easy to digest form. Clean and simple will be easier for everyone else to work with — which means they in turn produce better results;
- Explore and implement new approaches to support our service delivery by thinking outside the box and keeping your eyes open to new possibilities inside and outside work;
- Help us stay relevant by sharing learned innovation and coming up with fresh ideas;
- We need you to be influential, engaging and an ambassador for CAN - brilliant minds get their ideas from other brilliant minds so we need you to connect and engage with others in your field and beyond!

Be Ambitious:

- Be creative about our business and our sector, learn, be curious, lift your head and look beyond your job role, ask questions - we'll work together to find the answers;
- Be adventurous, creative and open minded. You will continually look for ways to improve things, and be positive about any changes;
- Be self-aware and critically reflective and have a deep desire to keep learning;
- Take ownership of your performance and hold yourself accountable. Stand behind your decisions;
- Be proactive and take thoughtful steps to choose the appropriate path; don't just react impulsively;
- You will be confident and not afraid of a challenge - you may need to present to a wide range of stakeholders and you will want to tell our story.

And finally, BE Brave:

- There will be times when you will need to be reactive – our environment is dynamic and we can't always plan for every situation. If you accept that this is no 9-5 job then the business can be flexible with you and your time. Be consistent, persevere, work to your full potential and give it all your effort and dedication.
- Really care about the things that matter, you need to embrace everything the sector stands for – we are making a real difference to people's lives no, matter our job role! You also need to embrace CAN, be proud of its achievements and want to let as many people as possible know that it is a great place to be;
- Positive energy and knowing what success looks like will pay you back - we want everyone to love their job and we feel you will be rewarded in Enhancing Lives and Creating Change!