

**JOB DESCRIPTION**

**JOB TITLE:** COMMUNICATIONS AND BUSINESS DEVELOPMENT COORDINATOR

**PLACE OF WORK:** BASED IN BELFAST OFFICE, WITH SOME OPTIONAL HOME WORKING

**HOURS OF WORK:** 35 HOURS PER WEEK

**REPORTS TO:** CHIEF EXECUTIVE

**SALARY:** NJC PT 17 (CURRENTLY £30,060)

**CONTRACT LENGTH:** 2 YEARS FIXED TERM (WITH POTENTIAL FOR EXTENSION)

**ABOUT CHILDREN IN NORTHERN IRELAND**

Children in Northern Ireland (CiNI) is the regional umbrella organisation for the children’s sector providing policy, information, training, and participation services to our members across NI.

We:

* Provide training to over 3,000 people per annum from voluntary and community sectors.
* Engage with children directly through our Holiday Hunger and Online Safety projects and with parents through the Parent Led Disability Forum.
* Operate locality development groups throughout Northern Ireland – these groups are a partnership for our members, front line staff and parents/carers with work focusing on engagement, early intervention, building capacity to improve outcomes for children, young people and their parents/carers.
* Run the Regional Parenting Helpline, Parentline NI - providing advice, guidance and support to parents and carers.
* Deliver Holiday Hunger projects for families and communities across NI.
* Host the Children’s Policy Forum and the Partnership for Inclusive Education, which brings together organisations from across the children’s and disability sector, to inform Government and influence policy to improve outcomes for children, young people and parents.

**CONTEXT OF THE ROLE**

CiNI plays a critical role in influencing policy, promoting children’s rights, and supporting member organisations. This strategic role will be vital in amplifying CiNI’s voice, enhancing stakeholder engagement, and strengthening and sustaining its impact across Northern Ireland. This will be delivered through greater public and stakeholder engagement, increased visibility across digital platforms, diversified and sustainable funding streams and strong, consistent messaging and branding.

**KEY RESPONSIBILITIES / DUTIES**

**Communications**

* To develop and implement CiNI’s Communications and Marketing Strategy.
* To work with colleagues across the organisation, members and external partners to develop and deliver an annual communications calendar.
* To ensure the effective use of social media across all channels. Drive the growth of CiNI’s digital reach by increasing engagement, followers, and visibility across social media platforms, ensuring content is consistent, accessible, inclusive, and aligned with organisational values.
* To work with colleagues across the organisation, members and external partners to create, edit and publish creative, high-quality, engaging digital content (campaigns, blogs / vlogs, articles, videos, animations, infographics and podcasts etc.)
* To work with web developers to maintain and update CiNI’s website.
* To work with colleagues and ensure the timely distribution of press releases and handle media enquiries, including organising interviews and preparing briefs for relevant personnel.
* To monitor external media, to ensure CiNI is kept up-to-date with news developments, and evaluate CiNI’s media coverage.
* To produce and distribute e-information (e.g. e-zine bulletins).
* To identify areas for service improvement in relation to communication and marketing, and propose innovative solutions to meet CiNI’s current and future needs through the evaluation of emerging technologies. Provide thought leadership on adoption where appropriate.
* To be responsible for organising events and conferences.
* To co-ordinate external requests to provide information sessions or attend information days.
* To administer CiNI’s membership scheme, to grow the membership and work with colleagues across the organisation, members and external partners on continual improvement of CiNI’s membership offering.

**Business Development**

* To identify and develop new business and funding opportunities, and ensure sustainable income for CiNI.
* To effectively co-ordinate relationships between CiNI’s existing corporate/private donors and develop and oversee the growth of new and fundraising/corporate partnerships to ensure the sustainability of CiNI’s work.
* To be responsible for ensuring relevant income targets in relation to corporate and public fundraising are met annually and provide support to other services to meet income generation targets.
* Work closely with the Head of Operations to evaluate the long-term funding requirements and sustainability of the organisation.
* Support the CEO and Board in the development and implementation of organisational income generation and growth strategies.
* Research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships, products and services, or new ways of reaching existing markets. To lead on the preparation, drafting and submission of funding applications/bids/proposals and the completion of monitoring reports to funders as required.
* To agree fundraising targets and timeframes with senior management team and create annual plans for development and delivery.
* To develop and build positive relationships with a range of stakeholders.
* Promote CINI’s work, assisting with presentations and in fundraising and awareness events as appropriate.

**PERSONNEL SPECIFICATION**

*EDUCATION AND EMPLOYMENT EXPERIENCE*

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| Essential Criteria | Desirable |
| * Degree level qualification in media or communications
* 1-2 years experience in a communications or digital marketing role
* 1-2 years experience in a fundraising and marketing role
 | * Masters Level qualification in media or communications
* 3+ year’s experience in a communications or digital marketing role
* 3+ years experience in a fundraising and marketing role
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*EXPERIENCE AND SKILLS*

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| Essential Criteria | Desirable |
| * Experience in developing and implementing successful Marketing Plans and Communications Strategies.
* Experience in writing press releases and handling media enquiries, including organising interviews and preparing briefs for relevant personnel.
* Experience of updating and developing websites.
* Experience of developing and running successful fundraising campaigns.
* Experience of managing and developing corporate relationships.
* Experience in running events and in meeting income generation targets.
* Experience in developing and running successful social media campaigns across multiple social media channels.
* Experience in producing corporate promotional marketing materials.
* Excellent organisational skills and an ability to prioritise workload to tight deadlines.
* Strong digital and graphic design skills and content writing in various formats (social media, blog posts, articles, videos etc.)
* Able to work both independently and part of a team, and prioritise a complex workload.
* Strong I.T skills and a high level of literacy in Microsoft 365 package and creative assets design tools e.g. Canva.
* Strong stakeholder engagement skills.
* Knowledge and experience of emerging digital platforms and tools and for use in marketing.
 | * Staff supervision experience.
* Experience of successfully administering a Membership Scheme.
* Experience and knowledge of the Community & Voluntary Sector.
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