**JOB DESCRIPTION/ROLE PROFILE**

Job Title: Communications & Marketing Executive

Reporting To: Group Director of Corporate Services – with day to day supervision by the Communications Business Partner

Located At: Head Office, Belfast

Hours of Work: 37 hours per week (Mon – Fri, flexi)

**MAIN PURPOSE OF THE JOB:**

**At Clanmil, our tenants are at the heart of what we do. The Communications & Marketing Executive will assist in the delivery of Marketing, PR and Social Media campaigns ensuring organisational values, ambitions and goals are achieved.**

**GENERAL RESPONSIBILITES:**

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| **A** | **MARKETING & COMMUNICATIONS**  |
| 1 | Assist in the creation of a corporate marketing strategy and implementation plan to identify future opportunities for brand enhancement.  |
| 2 | Contribute to the production of creative content for a range of media. |
| 3 | Assist with the production of print promotional materials, both in house and by project managing professionally designed and printed materials. |
| 4 | Undertake interviews and arranging photo shoots with our tenants to ensure the placement of good news stories in appropriate media. |
| 5 | Assist with the production and placement of advertisements to market Clanmil’s homes and services and raise its corporate profile. |
| 6 | Assist with the planning, organisation and management of corporate events by providing support, equipment and materials for marketing events and exhibitions. |
| 7 | Have responsibility for developing and maintaining company websites, intranet and social media to ensure content is fresh and information is correct and consistent. |
| 8 | Liaise with designers and printers. |
| 9 | Communicate with target audiences and manage customer relationships.  |
| 10 | Arrange the effective distribution of marketing materials. |
| 11 | Understand that marketing within the business is about delivering money to the bottom line ensuring all costs associated with marketing provides value for money. |
| **B** | **PROMOTION OF CLANMIL** |
| 1 | Be a first point of contact for marketing & communications queries, ensuring you are friendly, calm and polite at all times. |
| 2 | Take the lead in establishing and managing tenant reader panels to guide the development of the Chronicle tenant magazines. |
| 3 | Take the lead in the production and distribution of internal publications including the bi-annual staff newsletter and the quarterly update to domestic assistants and care staff. |
| 4 | Take responsibility for providing support, equipment and materials for marketing events and exhibitions as required. |
| 5 | Act as brand ambassador ensuring all documents and content are produced to standards outlined in brand guidelines. |
| 6 | Take the lead on developing closer relationships with scheme co-ordinators to ensure a regular flow of information for marketing purposes and that their communications support needs are met. |
| 7 | Undertake mail shots and e-marketing campaigns as required.  |
| **C** | **DIGITAL MARKETING & COMMUNICATIONS** |
| 1 | Become an expert in digital business processes and best practices to take on and deliver marketing campaigns in these channels. |
| 2 | Be responsible for social media activity (Twitter, Facebook, Instagram etc) and oversee corporate social media accounts, including more than 9-5. |
| 3 | Pitch innovative and exciting opportunities to improve the use of social media and develop ‘followers’ by identifying emerging digital channels that Clanmil can utilise to more effectively reach our tenants and stakeholders. |
| 4 | Research new online media opportunities that may benefit the business including mobile, social media development of blogs and forums etc |
| 5 | Liaise with digital advertising agencies and keep up to date with current digital trends. |
| 6 | Be passionate about creating original and engaging content that supports the growth of Clanmil’s internal and external communication forums. |
| 7 | Monitor social media and website activity on a daily basis. |
| 8 | Monitor and report on appropriate digital analytics so that you can assess marketing campaigns and identify next steps if things aren’t going to plan |
| **C** | **TEAM WORK** |
| 1 | Deputise for the Communications Business Partner in his/her absence. |
| 2 | Provide research to the management team upon request for marketing and communications purposes including presentations, awards submissions and editorials |
| 3 | Carry out research projects by gathering and compiling information through surveys and interviews, and analysing the data to identify patterns and solutions.  |
| 4 | Provide timely support and assistance to other departments when required. |
| 5 | Actively contribute to staff meetings/supervision meetings etc to ensure a neutral and harmonious working environment is maintained at all times. |
| 6 | Take on additional specific projects as required by the Group Director of Corporate Services, and any other senior manager as requested. |
| **D** | **ADMINISTRATIVE DUTIES** |
| 1 | Take responsibility for maintaining and updating marketing and communications distribution lists and providing admin support in relation to the distribution of marketing mail shots. |
| 2 | Take responsibility for procuring and managing stocks of appropriate branded promotional merchandise. |
| 3 | Update and maintain the publications library and image database. |
| 4 | Assist with the typing/formatting of letters, documents and reports |
| 5 | Assist in writing and reviewing Marketing & Communications ISO procedures. |
| 6 | Assist with copywriting and proof reading across all marketing materials.  |
| 6 | To assist with the implementation of the marketing strategy, with specific objectives and targets agreed. |
| 7 | Assist with internal marketing meetings and marketing plans.  |
| **E** | **PERSONAL DEVELOPMENT** |
| 1 | Attend all training courses offered to help you fulfil your role to the best of your ability. |
| **F** | **FOLLOW THE ASSOCIATIONS POLICIES AND PROCEDURES** |
| 1 | Familiarise yourself with the companies policies and procedures which you will be provided with at the start of your employment and during your induction period and induction training. |
| 2 | Understand the role of the Association and its mission, and display its core values in your actions and behaviours. |
| 3 | Generate creative and innovative ideas to challenge and contribute to the Association’s way of working. |
| 4 | Adhere to the Association’s Fair Employment and Equal Opportunities Policy and commit to the principles and aims of the Equality Scheme S75 duties with regard to religious faith, political opinion, racial groups, men and women generally, marital status, age, persons with a disability, persons with dependants and sexual orientation. |

This Job Description indicates only the main duties and responsibilities of the post. It is not intended as an exhaustive list.

*The post holder must have a flexible attitude to work and carry out any other duty, from time to time, requested by the Group Director of Corporate Services.*

**Signed by Postholder: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signed by Manager: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Core Values** |
| These are our guiding principles and describe the behaviours that lead to achieving great performance in the organisation. |
| We will show **Commitment** by: |
| * Putting our hearts and minds into what we do.
* Taking pride in delivering excellent customer service that strives to exceed customer expectations.
* Looking for new ways to do things that will improve services to our tenants.
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| We will show **Excellence** by: |
| * Putting our tenants at the heart of everything we do.
* Being attentive to customers needs by being polite, courteous and upbeat.
* Going the extra mile.
* Being an ambassador for Clanmil Housing by promoting the vision and our objectives in a positive and inspirational way.
* Actively participating as a team member working collaboratively with colleagues to achieve mutual goals.
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| We will show **Respect** by: |
| * Acting with authenticity.
* Fixing our mistakes
* Promoting a ‘can do’ attitude.
* Building mutual trust and understanding by being open, honest and respectful to others.
* Actively listening to and understanding our customers' needs and expectations.
* Ensuring our interactions with others internally and externally are positive and constructive.
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| We will always be aware of our **Community** by: |
| * Demonstrating a sense of responsibility for contributing to vibrant and resilient communities.
* Understanding our role in making a difference to people’s lives.
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| We will display **Simplicity** by: |
| * Listening to our customers and responding to their needs.
* Taking responsibility and ownership.
* Delivering what we promise.
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| We will never stop **Learning** because Change is constant. |
| * We will openly share our expertise and knowledge with others.
* We take responsibility for own learning and will seek opportunities to continuously develop.
* We are flexible and can adapt to change and new ways of working to enable the organisation to meet its objectives.
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| We embrace **Diversity**, everyone has a role to challenge and contribute. |
| * We recognise and understand the strengths and opportunities of a diverse workforce within Clanmil Housing.
* We ensure that everyone has fair and equal access to our services.
* We respond to the diverse needs and aspirations of our customers.
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**JOB PROFILE**

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| **CRITERIA** | **ESSENTIAL / DESIRABLE (E / D)** |
| **EXPERIENCE / KNOWLEDGE**Educated to degree level within a relevant discipline such as Marketing or Public Relations **AND** 2 years experience in a communications environment. Exceptional candidates who do not have a degree but have 5 years experience in a communications environment should also apply.1 years experience of digital marketing, including social media management platforms such as HootsuiteProven and relevant experience of copy-writingHave a working knowledge and be confident in the use of iMovie to produce and edit short videosHave a good working knowledge of digital communications platforms including websites, social media, blogs etcA postgraduate certificate in digital marketing i.e. Chartered Institute of Marketing (CIM) or The Institute of Direct and Digital Marketing (IDM) | EEEDED |
| **SKILLS / ABILITIES**Excellent written and verbal communication skills.Able to think clearly and solve problems effectively.Highly organised with a high attention to detail.Able to multi-task and to work quickly and accurately under pressure.Able to creatively produce basic design work using platforms such as CanvaAble to work well in a team whilst being able to manage and prioritise own workload | EEEEEE |

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| **OTHER**Flexible with working hours and able to work evenings or weekends to attend organised corporate events, if necessary, and to update social media sites outside of core working hours.Able to drive to meet the needs of the post, without reliance on public transport | EE |