NICS HR

Interchange Unit

# Hosting Opportunity Proforma

Age Sector Platform

Name of Host

Organisation

**1. Interchange Manager’s details**

Joanne Duguid

Name

Organisation/

NICVA

Department

15 Duncairn Gardens

Belfast

BT15 2GB

Address

N/A

028 9087 7777

Telephone Fax number

Number

[joanne.duguid@nicva.org](mailto:joanne.duguid@nicva.org)

E-mail

Type of Opportunity

**Communications Officer**

Secondment – 6 months, with possible extension for a further 12 months, subject to the agreement of all parties.

**2. Details of hosting opportunity**

Description of opportunity

Age Sector Platform represents a strong unified voice for older people in Northern Ireland. It is the charity responsible for the Northern Ireland Pensioners Parliament. It has a membership of individuals and older people’s groups across Northern Ireland, representing approximately 200,000 people.

The Communications Officer will manage, develop and deliver effective communications and research activities to support Age Sector Platform’s strategic objectives and goals.

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Main objectives of the opportunity

**Key responsibilities:**

**Communications**

* Manage and deliver a communications strategy for Age Sector Platform which will assist the charity in achieving its goals
* Media relations - write and issue press releases, organise media interviews and build relationships with journalists and media outlets
* Event management – Lead on the organisation of Northern Ireland Pensioners Parliament events with support from CEO.
* Membership recruitment and communication
* Production and design of charity publications – including ‘aspire’ magazine, campaign materials and charity reports

**Digital**

* Content management of Age Sector Platform website
* Social media content management across Age Sector Platform’s social media channels including Facebook, Twitter and Vimeo
* Creating and distributing e-newsletters to various audiences on a regular basis

**Research**

* Identify research which will support and enhance Age Sector Platform’s communications strategy and campaign priorities
* Desk research – collate existing research of value to the charity’s campaigning efforts
* Primary research - undertake primary research projects on issues affecting older people

**Systems**

* Maintain and develop information systems to support Age Sector Platform’s communications activities

**Reporting and monitoring**

* Establish and maintain systems and processes to support the effective monitoring of work
* Monitor and report on Age Sector Platform’s media coverage
* Monitor and analyse Age Sector Platform’s online performance
* Provide quarterly communications reports to the Age Sector Platform Board
* Prepare and agree reports in line with agreed standards

**3. Skills requirements**

What qualities, skills and experience is required from the individual

**Essential qualifications:**

* Relevant Communications, Public Relations or Marketing degree or equivalent

**Essential experience:**

* Writing and editing materials for publication
* Developing press releases and dealing with the media
* Experience in conducting research
* Delivering and monitoring work plans
* Setting up and maintaining information systems
* Experience of working on public awareness campaigns
* Experience of online content management – websites and social media

**Essential knowledge and skills:**

## Excellent written and oral communication skills

## Strong information gathering

## Highly developed report writing and editing skills

## Time and people management skills

* Proficient in the use of Microsoft Office

**Desirable experience:**

* Experience of working with the community/voluntary sector and working across a network/membership base
* Event management / co-ordination

**Desirable knowledge and skills:**

* Knowledge of Adobe Creative Suite – in particular Photoshop and InDesign
* Knowledge of MailChimp email marketing service

**Special Requirements:**

* Flexible
* Ability to travel throughout Northern Ireland

Desirable experience:

Experience of working with the community/voluntary sector and working across a network/membership base

**4. Personnel: Please state below**

Who will the individual report to?

Chief Executive of Age Sector Platform

Who will be the individual’s line manager and/or reporting officer?

Chief Executive of Age Sector Platform

**5. Transfer of learning**

Please give details of how the Opportunity will benefit your organisation, the

individual and their organisation.

**Benefit for Age Sector Platform**

An experienced Communications Officer will manage, develop and deliver effective communications and research activities to support Age Sector Platform’s strategic objectives and goals. The post holder will maintain the credible voice the charity has on older people’s issues.

**Benefit for individual and their organisation**

The post holder will gain experience in the community/voluntary sector and will enjoy valuable experience working with older people’s groups and older volunteers across Northern Ireland.

The post holder and their organisation will benefit from gaining or strengthening a wide variety of communications skills – including media relations, digital communication, publications and event management.

The post holder will build their knowledge of public affairs and policy, working alongside the charity’s Public Affairs Manager, older volunteers and other sector colleagues.

**6. Logistics**

Please provide details of the likely start date, duration, location, resources (i.e.;

desk, PC, fax etc.) and funding arrangements for the opportunity.

**Start date:** As soon as a suitable candidate has been identified and a release date has been agreed

**Duration:** 6 months with the possibility of an extension for a further 12 months, subject to agreement by all parties

**Location:** Merrion Business Centre, 58 Howard Street, Belfast, BT1 6PJ. Travel will be required throughout Northern Ireland, it is therefore essential that applicants have access to a form of transport to allow them to fulfil the requirements of the post.

**Salary:** £24,429 to £27,819.

**Funding:** Salary and associated expenses will be funded by ASP

**Selection:** A sift of applications received will take place on the basis of the criteria detailed above.

**Contact:** For further information about the post, please contact Eamonn Donaghy in Age Sector Platform on 028 9031 2089 or by email at [eamonn.donaghy@agesectorplatform.org](mailto:eamonn.donaghy@agesectorplatform.org).

**Closing**

**Date:** 5.00pm on Friday 10 August 2018.

**7. Endorsement**

**Interchange Manager**

Joanne Duguid

Signed

30 July 2018

Date