# Hosting Proforma

Northern Ireland Cyber Centre

Name of Host

Organisation

**1. Interchange Manager’s details**

Joseph Dolan

Name

Organisation/

Department of Finance

Department

Centre for Secure IT

Northern Ireland Science Park

Queen’s Road

Belfast BT3 9DT

Address

Telephone Fax number

02890544250

Number

Joe.Dolan@Finance-ni.gov.uk

E-mail

Type of Opportunity

Senior Marketing Manager - secondment

**2. Details of hosting opportunity**

Description of opportunity

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| The NI Cyber Centre has been established as a direct response to the delivery of the [NI Cyber Framework for action](https://www.finance-ni.gov.uk/publications/cyber-security-strategic-framework-action) and has a unique opportunity to work across all sections of Northern Ireland in providing an engaging marketing campaign that will promote the cyber safety of our citizens, and the public and private sectors in developing the cyber security and safety posture making Northern Ireland a much safer place to be online.  This role is a unique opportunity to work across all sectors of Northern Ireland to develop a communications and stakeholder engagement strategy and delivery plan that will engage the citizen, public sector and industry of the benefits in protecting themselves from the cyber threat and in so doing promote better security of our computers and systems in defeating cyber criminality. The outcomes of the strategy is to make Northern Ireland a much hard place for cyber criminality to prosper and to build on and complement the other awareness campaigns.  The successful candidate will be part of this exciting journey and make a difference. |

Main objectives of the opportunity

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| The role of the NI Cyber Centre is outlined in the NI Cyber Framework for Action and one of its objectives is to promote the Cyber Health to Northern Ireland citizens and private and public sectors.  This role will be responsible for the development and delivery of a high quality communication strategy and costed delivery plan as well as day to day advice, guidance and oversight of media relations, marketing and promotions campaigns to support the NI Cyber Centre’s strategic direction, outcomes and targets.  The post holder will work with the NI Cyber Centre and NICS comms teams as well as a range of third party delivery partners in the development and delivery of media relations, marketing and promotional activities and events and will be responsible for the planning and delivery of publications, digital marketing, events, and social media promotion campaigns.  The main objectives of the role are to engage the various stakeholder groups through a well targeted and delivered multimedia campaign.  Marketing Planning   * To work with the Head of NI Cyber Centre to develop and deliver a media relations, marketing and stakeholder strategies and associated action plans * To implement the NI Cyber Centre’s various marketing initiatives to ensure integration, consistency and brand value with respect to the NI Cyber Centre’s key messages and visual identity * To evaluate customer research, market conditions and work with the Head of NI Cyber Centre in implementing media relations. * Marketing and stakeholder engagement plans and recommend alterations as needed * To continually develop and maintain a full understanding of the market, by engagement with key stakeholders interpreting market activity, analysing shifts in market trends and reporting back to key senior managers * To work across key stakeholders and DoF and NICS communications teams to provide monthly activity reports to the Head of NI Cyber Centre on the status of prioritised marketing and communication activities.     2. Media and Marketing Management   * To work with the head of the NI Cyber Centre to set and agree KPIs and service targets for the Marketing function * To manage external agencies to execute communication activities in line with the media relations, marketing and stakeholder engagement plans including all media channels * To review new technologies and position the NI Cyber Centre at the forefront of all relative digital marketing developments * To identify non-corporate media and public relations opportunities for the NI Cyber Centre and maximise these with external media including curriculum / support centre events, launches and celebrations in line with the NI Cyber Centre marketing and stakeholder engagement strategies * To provide support to the Head of NI Cyber Centre in the delivery of the NI Cyber Centre Internal Communications Strategy and action plans * To work with the NI Cyber Centre in-house design team in researching and producing marketing collateral and activities that meet the NI Cyber Centre objectives outcomes and targets * To ensure the regular use and proactive engagement and maximization of social media platforms.   3. Leadership and Management   * To support the Head of NI Cyber Centre in implementing the Centre’s strategic/operational marketing and stakeholder engagement plans * To work with key NI Cyber Centre staff, delivery partners, DOF and NICS Communications teams to collaboratively promote the NI Cyber Centre values and objectives.   4. Resource Management and Financial Accountability   * To support the Head of NI Cyber Centre and Marketing manager in managing the annual operating budget and supporting the Centre in analysing the budget performance, ensuring that it is effectively managed and controlled in line with NI Cyber Centre policy and procedures, taking prompt corrective action to address any potential areas of overspend * To actively participate in the NI Cyber Centre budget setting process, agree and sign off marketing budgets * To work with the Head of the NI Cyber Centre and Marketing Manager to agree and implement plans and KPIs for the Centre’s marketing function and monitoring of performance against agreed KPIs * To support the Head of the NI Cyber Centre and Marketing Manager to ensure the proper and effective delivery of the Media, marketing and Stakeholder plans in an effective and efficient manner that demonstrates good value for money. * To ensure that the NI Cyber Centre’s financial regulations and procedures are understood and complied with at all times * To ensure the effective management of risk through the implementation and monitoring of related policies and procedures   5. Team Performance   * Develop strong working relationships within the NI Cyber Centre team to ensure that the NI Cyber Centre marketing objectives are met * Ensure that all work and output is of the highest quality following all standards as agreed with the Head of NI Cyber Centre and in line with marketing and promotional good practices. * Remain up to date and informed of the NI Cyber Centre, its strategic directions; outcomes and targets. * Assist with the mentoring and supervising of the support teams of the NI Cyber Centre to contribute to the overall Centre’s brand, marketing and promotion activities |

**3. Skills requirements**

What qualities, skills and experience is required from the individual

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| Essential   * working with media and journalists in promoting key messages * A minimum of 3 years recent experience in a marketing or communications role * Recent relevant experience of developing and implementing significant communications and marketing campaigns and /or projects * Proven successful track record in the delivery of digital marketing campaigns * Proven track record of providing innovative marketing solutions * Experience of working in journalism or writing for a magazine or paper. * Experience of working with budgets * Experience of people management * Experience of writing plans and implementing multiple projects for a range of internal or external customers * Experience of working with and across social media platforms, video and designer multimedia tools |

**4. Personnel: Please state below**

Who will the individual report to?

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| Joe Dolan – Head of the NI Cyber Centre |

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

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| As above |

**5. Transfer of learning**

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

individual and their organisation.

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| This is a unique role that will see the successful candidate will be working across all of Northern Ireland sectors encompassing the Private Sector and industry as well as all Public Sector bodies and the NI Citizen. It is usual that engagements would see only one of these sectors being in scope.  The scope of the target audiences allows the individual to develop their skills and knowledge in marketing delivery to meet the challenges of each of these sectors as well as developing a series of engagements and marketing channels that maximise the engagement of each yet meeting the challenge of blending multiple approaches and sectoral target areas to achieve a common set of goals.  The NI Cyber Centre benefits from the knowledge and experience of the individual in a very specialised area of marketing and promotion to ensure that the right communication strategies are developed and that the right delivery mechanisms, channels and platforms are being used most effectively for the right messages and to the appropriate target groups.  The candidate’s organisation will benefit from the opportunity for the successful candidate to get a completely different perspective from what they may be used to given the breath and diversity of the target audiences in scope. |

**6. Logistics**

Please provide details of the likely start date, duration, location, form of transport required, resources (i.e.; desk, PC, etc.) and funding arrangements for the opportunity.

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| **Start Date**: ASAP  **Duration**: minimum 12 months with possible extension for another 12 month period subject to the approval of all parties.  **Location**: Northern Ireland Science Park, Queen’s Road, Belfast BT3 9DT.  **Funding**: DoF will meet salary costs and associated expenses via the National Cyber Security Program Funding. The Salary scale is £36,812 to £40,473.  **Travel:** The post holders will be expected to travel within Northern Ireland and potentially to elsewhere in the UK and on occasion internationally. It is therefore essential that applicants have access to a form of transport to allow them to fulfil the requirements of the post.  **Further information**: Contact Joe Dolan on tel: 028 9054 4250 or email at:[Joe.Dolan@finance-ni.gov.uk](mailto:Joe.Dolan@finance-ni.gov.uk)  **Closing Date:** Applications must be submitted by 5.00pm on Friday 02 August 2019 to**:**  **For NI Civil Service departmental staff only:** [**secondments@hrconnect.nigov.net**](mailto:secondments@hrconnect.nigov.net)  **For staff from all other Partner organisations:** [**interchangesecretariat@finance-ni.gov.uk**](mailto:interchangesecretariat@finance-ni.gov.uk) |

**7. Endorsement**

**Interchange Manager**

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**Signed:**

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| **22 July 2019** |

**Date:**