# 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

028 9054 4250

Number

Joe.Dolan@Finance-ni.gov.uk

E-mail

Type of Opportunity

Multimedia Designer - 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 key advice and guidance to the NI Cyber Centre to inform promote the cyber safety of our citizens, and the public and private sectors in developing the cyber security and safety policies and processes that will develop their cyber risk management posture making a much safer place to be online for the Northern Ireland individual and business.  This role will developing engaging and exciting material that can deliver effective messages to a very wide range of sectors and stakeholders to convey the importance of good cyber security. It is important that the candidate can use their skills to make what most see as IT content appeal and be understood by the everyday person.  If you are someone who wants a challenge to dispel myths, breakdown misconceived perceptions and enlighten people to opportunity this this is the role for you.  The goal of this engagement is to demystify cyber security and to break the stereotypical view of what a cyber person is and what the cyber industry is to demonstrate the diversity of opportunity and how the need to understand and apply good cyber security is not for the geeks but a life skill that everyone needs in today’s society.  The successful candidate will be part of this exciting journey and make a difference. |

Main objectives of the opportunity

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| The post holder will be responsible for the production and delivery of the NI Cyber Centre corporate design ensuring that the NI Cyber Centre is provided with a professional, creative design service which reflects and is influenced by the latest technology and communication innovations and is customer focused.  The post holder will be responsible for designing and developing interactive mediums to build and enhance the NI Cyber Centre’s profile including video, social media, web media.  They will also play a key role in advising the Head of NI Cyber Centre and Marketing Manager on design related matters in relation to corporate, external and internal communications. In particular, the post holder will have specific responsibility for:   * Development and delivery of the NI Cyber Centre corporate materials * Development and delivery of multimedia products and services * NI Cyber Centre Brand Development and positioning * Driving developments in Interactive Technologies, video, social media and Web Services * Corporate Communications   **1. Development and Delivery of NI Cyber Centre Multimedia products and services**   * To be responsible for the design, development and delivery of corporate publications, multimedia products and services across a wide range of media platforms e.g. Video, web applications, interactive technology, social media etc. * To advise the Head of the NI Cyber Centre and Marketing Manager on the design, development and execution of corporate communications designs. * To have the lead responsibility for developing creative and engaging material for publications, events and marketing and media campaigns. * To liaise with all customers to develop creative plans and translate these into concepts for approval and onward development and production. * To prepare written formal project briefs for all client work and provide realistic and achievable estimates to ensure accurate scheduling, project budget and completion dates * To quality control high end design projects and be responsible for high quality designs, documents and new media * To manage design timelines and resourcing for all marketing projects and campaigns * To have lead responsibility for the liaison and relationship management with external printers, suppliers and other relevant third party agencies to ensure that the NI Cyber Centre obtains best value for money * To use the latest computer technology and other appropriate mediums to produce creative and innovative graphic design / artwork for the use in the presentation of NI Cyber Centre publications, promotional materials and exhibitions   **2. Brand Development**   * To create and be responsible for the development and maintenance of the brand strategy and action plans for the NI Cyber Centre * To work with DoF and NICS press and communications teams to ensure that all products and services are developed in line with current policies and procedures. * To adhere to UK and NICS design guidelines (online and offline) and to manage all design initiatives to ensure integration, consistency and brand value with respect to the NI Cyber Centre’s key messages, visual identity and brand * To communicate brand guidelines through a series of communication channels to ensure buy-in and consistency of application of all brand guidelines in all creative communications * To work with key staff on supervising sign off publications, campaigns and communications to ensuring that all designs meet the company brand requirements   **3. Interactive Technologies and Web Based Services**   * To lead on developing and maintaining a full understanding and knowledge of all current social media, video, mobile and technological innovations and practices within the online and mobile spaces and identify how the NI Cyber Centre can maximise the opportunities arising from these developments * To lead on the development of creative, interactive and digitally enabled marketing campaigns including harnessing and developing the potential of video channels and social media sites that are universally accessible * To create the look and feel for all online mediums in line with the brand and design guidelines in line with best practice and legislation * To lead in the design, development and delivery of interactive mediums, publications and communications including web, video, mobile and online applications * To have lead responsibility for the design, development and ongoing upkeep of the NI Cyber Centre website and social media channels * To lead on the development of identifying new technologies and mediums for communicating to key customers and stakeholders including the production of web based solutions, social media and interactive documents ensuring best practice in digital and web based communication developments   **4. Corporate and Internal Communications**   * To work with the Head of NI Cyber Centre and Marketing on the production of visually attractive and engaging NI Cyber Centre corporate publications, core briefs and strategy documents and marketing materials * To provide communication advice and support on the development of effective communication channels * To produce illustrative work for NI Cyber Centre project, programmes, events and celebrations producing original visual images and combining art, design and creative skills to develop ideas into illustration and production   **5. Team Performance**   * To continually develop skills in the latest desk top publishing, printing and graphic design techniques and apply these as necessary in order to maintain and enhance the requirements of the NI Cyber Centre to fully use the potential of computer design packages and the skills of other DoF and NICS communication teams * To think creatively and produce new ideas and concepts using a range of multimedia tools and platforms * To develop strong working relationships within DoF and NICS press and communications and Marketing teams to ensure that the NI Cyber Centre marketing objectives are met and aligned with NICS guidelines and policies * To ensure that all work and output is of the highest quality following all standards as agreed with the Head of NI Cyber Centre and Marketing Manager * To remain up to date and informed of the NI Cyber Centre strategic directions, outcomes and targets |

**3. Skills requirements**

What qualities, skills and experience is required from the individual

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| * 2 years industry experience working in a complex multi stakeholder environment * Knowledge and skills in graphic and multimedia design and layout and common software products for motion graphics, video, web and mobile media e.g Adobe creative suite or similar * Ability to present ideas and solutions through effective engaging and innovative communication * Excellent in working with teams and independently * Responsible and the ability to meet deadlines * A strong visual and creative sense * Ability to provide original work * Capacity to handle more than one project simultaneously * Strong technical aptitude to learn new software and hardware * Ability to pay attention to details and be well organized * Knowledge of the industry and new technologies |

**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. |

**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 £26,962 - £27,819  **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 028 9054 4250 or email [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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| **11th July 2019** |

**Date:**