# Hosting Proforma

The Executive Office

Name of Host

Organisation

**1. Interchange Manager’s details**

Chris Gardner

Name

Organisation/

Strategic Policy, Equality and Good Relations Directorate

Department

Good Relations Outcomes Branch

Room E3.22

Castle Buildings

Stormont

Belfast

Address

Telephone Fax number

07500762867

Number

Chris.gardner@executiveoffcie-ni.gov.uk

E-mail

Type of Opportunity

**Secondment**

Marketing and Communications Officer / Staff Officer

**2. Details of hosting opportunity**

Description of opportunity

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| * To assist with the development, implementation, tracking and optimisation of a Good Relations Marketing and Communications Plan that will;   + Promote and raise awareness of Good Relations Programming across Northern Ireland   + Identify and share good news/best practice Good Relations Delivery across a range of Executive Office media platforms including intranet, internet, social media and hard copy publications   + Support Delivery Partners in sharing positive Good Relations messaging and programme opportunities.   + Encourage the integration of Good Relations Marketing and Good Relations within other key stakeholders marketing and communications strategies.   + Promote the use of Outcomes Based Accountability in programme delivery across all elements of the T:BUC Strategy. * Contribute to Good Relations policy development, including the Together: Building a United Community strategy. |

Main objectives of the opportunity

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| 1. Maintain the relevant TEO Web pages including  * Reviewing, editing, uploading content on a timely basis, liaising with key delivery partners both internally and externally to source and agree material * Project manage any website or other media development activities  1. Maintain a high standard in relation to drafting skills and assist / mentor others where necessary. 2. Measure and report on the performance of the T:BUC digital presence using appropriate analytic tools. 3. Work with wider communications teams across Delivery Partners (Councils, other Government Departments and Community Relations Council) to identify content opportunities and produce the relevant materials in a consistent and agreed format . 4. Create, maintain and enhance effective working relationships, in particular with colleagues in local and central government plus relevant Arms Length Bodies 5. To support the wider work of the T:BUC Directorate as required.  **MAIN DUTIES**  * Develop, implement, track and optimize T:BUC Marketing and Communications Plan * Compile, produce and circulate quarterly T:BUC Newsletters. * Contribute to the development and publication of the T:BUC Annual Report. * Project manage communication outputs as required. * Monitor and report on analytics tools attached to T:BUC digital presence * Working with delivery partners, sourcing, drafting and distributing good news/best practice stories across T:BUC Digital Platforms including ArcGIS platform * Plan and deliver social media campaigns in collaboration with EIS as and when required. * Assist with the drafting of responses to AQOs, AQWs, FOI requests, responses to Private Office and HOCS correspondence & general unit responses. * Support to Ministers at events including prebriefing * Provide TEO Good Relations representation at communications working and steering groups with other Departments/Agencies/Stakeholders. * Promoting Outcomes data collection across Delivery Partners/programme participants to inform reporting and mapping of service delivery |

**3. Skills requirements**

What qualities, skills and experience is required from the individual

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| * Experience of management and delivery of a marketing and communications strategy * Good writing and copy editing skills across various mediums * Ability to work collaboratively across teams and other stakeholders * Experience of using web content management software * Experience of marketing and communication campaigns on social media |

**4. Personnel: Please state below**

Who will the individual report to?

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| Chris Gardner |

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

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| Sean Brannigan |

**5. Transfer of learning**

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

individual and their organisation.

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| The Good Relations Outcomes Branch in the Executive Office is responsible for the collection, collation and reporting of outcomes data across all programming delivered under the Together: Building a United Community Strategy.  The role is a new opportunity to use marketing and communications to support TEO’s Good Relations strategy. The postholder will have the opportunity to help shape the role, but it will include working with the Executive Information Service to promote and share best practice and good news stories across all Delivery Partners and beyond, raising awareness of the T:BUC Strategy and the difference it is making in our society, producing the T:BUC Annual Report to showcase achievements, working with colleagues from NISRA to ensure efficacy of data collected and, working on a project with LPS to develop a GIS Mapping Application showing what and where T:BUC is delivering across Northern Ireland.  The postholder will also work with a number of other Departments in the implementation of commitments they are responsible for in respect of the wider Together: Building a United Community Strategy. This is an opportunity to play a key role in promoting, shaping and delivering a key Executive strategy and will offer experience of working in a high profile government Department with access to Ministers, community groups and TEO policy making.  The T:BUC Strategy and it’s successful delivery is a key priority for the Executive and one that they are keen to promote, support and raise awareness of in terms of the widespread collaboration, partnership working and positive impact on our society.  The Division has identified a significant gap in terms of the skills, knowledge or expertise needed to develop and deliver a comprehensive marketing and communications strategy.  TEO’s Communications and Executive Support Unit provide high level communications advice and guidance but are not resourced to either develop or deliver a Marketing and Communications Strategy for the Division.  This Interchange Opportunity will enable us to;   * Raise awareness of the T:BUC Strategy and the important work it is delivering on the ground * Share best practice, good news stories promoting the Strategy, our Delivery Partners and the positive impact on programming on participants * Support First Minister, deputy First Minister and Junior Ministers in marketing and supporting the strategy * Develop a social media presence for the Together: Building a United Community Strategy   The Interchange Opportunity will provide the post holder with significant experience in terms of developing and delivering a strategically important marketing and communications strategy supporting a key priority by the NI Executive. They will;   * Build knowledge and understanding of working directly with Ministers including providing briefings, drafting speeches and accompanying Ministers on visits to projects * Develop an understanding of the Machinery of Government, how it works, how and why policy is developed and delivered etc… * Build an understanding of the relationships between Government Departments, local Councils, Arms Length Bodies and the voluntary and community sector and the importance and benefits of collaborative working * Build relationships with key stakeholders and an understanding of how they work.   The parent organisation will gain a staff member with an understanding of Programme for Government, the machinery and with experience and understanding of working with the very highest levels of the Executive.  They will have developed close working relationships across most Government Departments, local councils and other key stakeholders.  They will have developed an understanding of Outcomes Based Accountability, how impact is measured and the importance of reporting |

**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: It is anticipated that the post holder will be in place from December 2021 for a period of three years to November 2024.  Funding: Salary costs, travel expenses etc will be met by the Executive Office and paid to the parent organization on a quarterly basis. The salary range is: £32,328 - £33,459.  Location: Currently most staff are homeworking and it is anticipated that this will continue for some time with a likely move to a hybrid of home and office working coming into place when circumstances allow.  Form of transport: The post holder will be formally based in Castle Buildings, Stormont Estate, Belfast and the role will entail significant travel across Northern Ireland therefore access to a suitable form of transport is essential.  Resources: A mobile phone, laptop and any other associated equipment will be provided by the Executive Office.  **Closing Date:** Applications\* must be submitted by **5.00pm on Friday 22 October 2021** to**:** [**interchangesecretariat@finance-ni.gov.uk**](mailto:interchangesecretariat@finance-ni.gov.uk)  **\*This opportunity is not open to NI Civil Service staff** |

**7. Endorsement**

**Interchange Manager**

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| **Chris Gardner** |

**Signed:**

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| **04 October 2021** |

**Date:**