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| **JOB DESCRIPTION** | |
| **JOB TITLE:** | **Communications & Engagement Co-Ordinator** |
| **TERM:** | Permanent |
| **RESPONSIBLE TO:** | Chief Executive |
| **LOCATION:** | South Belfast\* |
| **SALARY**: | NJC scale points 9-20 - £25,119 - £30,296 |
| **HOURS / WORK PATTERN:** | Full-time - 37.5 hours per week\*\* |
| **ACCESS NI REQUIREMENTS:** | Basic Check\*\*\* |
| *\*Travel will be required to meet job requirements*  *\*\* Some flexibility will be required when attending events*  *\*\*A copy of the Access NI Code of Practice, Recruitment of Ex-offenders Policy & Storage & Handling of Disclosure Information can be found on our website:* [*https://belfastwomensaid.org.uk/work-with-us/*](https://belfastwomensaid.org.uk/work-with-us/) | |

**Belfast and Lisburn Women’s Aid provides a range of support and accommodation services for women and children experiencing domestic violence.**

**Summary of Post**

The Engagement Co-ordinator will play a key role in promoting understanding of domestic violence and raising awareness of the organisation by ensuring the organisation’s communications are influential, informative and engaging for all stakeholders.

**Main Responsibilities**

1. Develop and implement effective communication strategies and campaigns to promote the work of Belfast & Lisburn Women’s Aid.
2. Implement and update the organisation’s Engagement & Communication Strategy and monitor outcomes.
3. Day to day management of the organisation’s social media presence including responding to queries, creating and scheduling posts, monitoring engagement and ensuring consistent messaging and branding across all communication channels (including website).
4. Create and launch targeted marketing and communications activity to promote the work of Belfast & Lisburn Women’s Aid. Periodic engagement and consultation with women who have used our services may be required.
5. Development of web site content and hold responsibility for web site management and support.
6. Maintain a calendar of campaigns and events including community fundraising appeals.
7. Organise events for example, the annual conference and attend as required.
8. Organise BLWA attendance at local engagement events and attend as required.
9. Write and distribute press releases as required.
10. Work closely with the Chief Executive and Team Leaders/Area Managers to develop, implement, strengthen and support employee engagement activities.
11. Undertake work on specific projects as directed by the Chief Executive.
12. Contribute to and attend the quarterly Regional Women’s Aid Communications Sub Group.
13. Compiling reports relating to your work as required.
14. Some Reception cover that will involve initial 1-2-1 support for women self-referring to our services.
15. Team Working

* Develop and maintain positive relationships with colleagues, partners and external agencies
* Work constructively with team members, volunteers and managers in all aspects of work.
* Maintain a professional approach in all aspects of work in line with the organisation’s Code of Ethics

1. Confidentiality

* Maintain confidentiality and comply with data protection requirements in line with the organisation’s Data Protection Policy and procedures

1. Personal/professional development

* Attend regular supervision and appraisals as well team meetings.
* Be familiar with and adhere to the organisation’s policies and procedures.
* Take responsibility for your own personal development particularly in the area of domestic violence to ensure you are fully up to date with current good practice and legislation.
* Attend training as required.

1. Carry out any other duties as required.

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| **PERSONNEL SPECIFICATION**  **Communications & Engagement Co-Ordinator**  **Important: Your ability to meet the criteria below must be demonstrated in the sections provided on the application form. Please provide examples for each criterion.** | | |
| **Experience** | **Essential** | **Desirable** |
| 2 years experience of working in a communications or marketing role | Y |  |
| Experience of producing engaging content for digital and print platforms (website, social media, blogs and other media) to maximise public engagement | Y |  |
| Experience of event organisation | Y |  |
| Experience of using a range of computer packages, including Microsoft Office packages and Canva | Y |  |
| Experience of monitoring and reporting on campaign analytics | Y |  |
| Experience of optimising content for search engines (SEO) |  | Y |
| **Skills & Abilities** | **Essential** | **Desirable** |
| Ability to produce good quality written material with proficient written English | Y |  |
| Ability to carry out a range of research and information-gathering activities | Y |  |
| Ability to work on own initiative and prioritise work, work to tight deadlines and respond to urgent unplanned demands | Y |  |
| Ability to think both logically and creatively | Y |  |
| Ability to communicate sensitively and professionally, internally and externally | Y |  |
| **Knowledge** | **Essential** | **Desirable** |
| Be able to demonstrate good knowledge and understanding of the effects of domestic violence on children and their mothers | Y |  |
| An understanding of the needs of the voluntary and community sector | Y |  |
| An understanding of the principles and practices of community campaigning and marketing. |  | Y |
| **Qualifications** | **Essential** | **Desirable** |
| A degree in a related field | Y |  |
| **Other** | **Essential** | **Desirable** |
| A sound understanding and belief in the core aims and ethos of Women’s Aid and able to demonstrate this as central to the project | Y |  |
| Driving licence and access to own transport | Y |  |