



Application Guidelines

Marketing & Campaigns Officer

Thank you for your interest in the above vacancy. Please see below for the job description and person specification for the post.

Applicants must complete all the application papers – **the use of CVs in any way will not be accepted.**

Under the section headed 'Role Requirements' it is essential that applicants **clearly demonstrate through the use of examples** how they meet the essential and/or desirable criteria required for the post. It is not acceptable to simply restate the criteria. The shortlisting panel will not make assumptions and if applicants do not demonstrate, through examples, how they meet the criteria they will not be shortlisted to the next stage of selection.

Ulster Wildlife reserves the right to interview only those who demonstrate on their application form that they fully meet the essential criteria and desirable criteria. Ulster Wildlife reserves the right to apply additional criteria to facilitate the shortlisting process where necessary.

All applicants will be contacted regarding the outcome of their application. However, regrettably due to limited resources, Ulster Wildlife cannot provide feedback regarding your application.

Completed application and monitoring forms in Microsoft Word format should be returned by email to recruit@ulsterwildlife.org by 12 noon on Tuesday 16 July 2024. Interviews are provisionally planned for w/c 29 July 2024.

Candidates who score above the minimum threshold during a recruitment selection process, but whose scores mean they are ranked lower than other successful candidates, may be kept on a reserve list for similar roles for a period of up to 12 months.

Ulster Wildlife makes employment decisions based solely on merit however any offer of employment is conditional on the receipt of two satisfactory references, certificates to support stated qualifications, and proof of the right to work in the UK. Please note Ulster Wildlife does not hold a Sponsor License.

Canvassing will automatically disqualify.

Ulster Wildlife supports the principles of equality of opportunity

Ulster Wildlife is committed to protecting the privacy and security of your personal information. You can read about how and why Ulster Wildlife uses your personal information here www.ulsterwildlife.org/privacy-notice.

JOB DESCRIPTION



Role:	Marketing & Campaigns Officer
Salary:	£23,552. Access to employer's contributory pension scheme to a maximum of 9% per annum.
Hours:	37.5 hours per week. The nature of this post will require limited weekend and evening working, for which time off in lieu will be granted.
Location:	Ulster Wildlife Offices, McClelland House, 10 Heron Road, Belfast. A mixture of office based and home working will be possible.
Contract:	One Year fixed-term but may be renewable subject to funding.
Leave:	24 days per annum plus 12 days statutory holidays.
Reporting to:	Head of Fundraising & Communications

OVERVIEW

This role will work closely with other members of the Fundraising & Communications team to support the development of a digital and marketing strategy and the implementation of our Annual Fundraising & Communications plans. You will be involved in the planning and design of a range of engagement and fundraising campaigns to encourage more local people to take action for nature's recovery where they live. This will also involve the day-to-day support of the marketing function including supporting website development, e-newsletters, social media channels and events management. You will also help the charity to raise its profile and engage with its members and key audiences. You will be an excellent communicator with a passion for nature.

A training and development plan will be produced in conjunction with the post-holder along with provision of a training budget. This will include training to build on existing skills, training in Content Management Systems (Drupal website), email marketing systems, Facebook Business Manager suite, Design software, events management software, google analytics and other reporting tools. Training will primarily be on-the-job but will include external accredited courses.

DUTIES OF THE POST

- **Communications & Marketing** – Under guidance, create, schedule and update campaigns and content for all social media channels; report on analytics; take pictures and videos for promotional purposes; update and create website content including news, blogs, promotions and campaigns.
- **Events** – assist with events (online and in-person) management and promotion, and support public activities. Manage event assessment and feedback.
- **Print** – assist in the design and development of online publications and provide editorial services and image sourcing for publications.
- **Fundraising Activities** – working with the Fundraising & Communications team on membership promotions and other fundraising initiatives.

ORGANISATION-WIDE RESPONSIBILITIES OF POST

While every member of staff has their own specific tasks and duties to perform on a day to day basis, there are also a number of additional areas of work that you will be expected to take part in for the overall development and delivery of the organisation's aims. These include:

- Adhere to the policies and practices of Ulster Wildlife at all times and respect the policies and practices of project partners.
- Play an active role in fundraising for Ulster Wildlife e.g. through promoting membership.
- Identify and implement Learning & Development processes.
- Co-operate with and support volunteers and where appropriate supervise them.
- Participate in staff meetings.
- Ensure that contact with others is of a style and quality consistent with Ulster Wildlife's ethos.

No job description can cover every issue which may arise and subsequently the post-holder may be expected to carry out other duties broadly consistent with those itemised above.

PERSON SPECIFICATION

Essential Criteria

1. A high level of written English is required, as are great communications skills including the ability and willingness to engage with a wide range of people.
2. Good IT skills with good knowledge of Microsoft Office packages.
3. A willingness and desire to learn new skills, welcome supervision and advice.
4. Basic experience of using a range of social media channels is required. Knowledge of publishing platforms and website content management systems is preferable but the role will help you develop these skills through practical application and training.
5. Basic photography and video skills that can be built on in the role.
6. Enjoy working as part of a small team, but also on own initiative without direct supervision.
7. A strong interest in nature and wildlife.

Desirable Criteria

1. Experience of working or volunteering in the marketing, PR or communications sectors, gained within the last 2 years.
2. A relevant qualification.
3. Knowledge of PR and marketing practice.
4. Video editing experience.

Issued June 2024