

## **Integrated Education Fund**

### **Job Description**

<b>Job Title:</b>	Communications Officer
<b>Nature of Post:</b>	Full time, permanent
<b>Location:</b>	IEF Offices, Forestview, Purdy's Lane, Belfast, BT8 7AR
<b>Reporting to:</b>	Head of Campaign

### **Background**

The Integrated Education Fund (IEF) is an independent charitable company supporting the development and growth of integrated education in Northern Ireland. The Fund's vision is an education system free from religious, social and cultural divisions. We know, from extensive research, that the vast majority of parents want to see this become a reality. The purpose of the role is maximise the use of all the IEF's key communication tools to influence coverage about the Fund's campaigns and support key areas such as fundraising, grant making and engagement with parents and the wider community.

### **Main responsibilities of post**

1. Assist with the planning, development and delivery of the communications strategy for the IEF
2. Create, keep updated and manage content on all digital communication platforms including social media and IEF websites
3. Produce a wide range of communication tools including reports, newsletters, ezines, and articles
4. Develop and maintain positive working relationships with key media contacts and prepare media releases and public statements, as guided by your Line Manager, in relation to general IEF activities including fundraising, grant making and engagement with parents and the wider community
5. Provide reports and updates, as well as presentations, on general IEF communications activity for colleagues, Directors and supporters as required
6. Undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this post and supporting all aspects of the work of the IEF

## **ESSENTIAL CRITERIA**

### **A. Role Specific**

1. At least 2 years working full-time (or part-time equivalent) in the field of communications and able to demonstrate a broad range of hands-on experience. This experience must have been gained within the last five years, in a similar role at a similar level, and must include:
  - a) developing and producing high quality communications and marketing products including print and other materials
  - b) writing and editing copy including expressing complex concepts and statistics in meaningful 'everyday' language and/or visuals
  - c) implementing a social media strategy across, for example, Facebook, Twitter, Instagram and YouTube, including reporting on social media analytics and carrying out online marketing activities
  - d) maintaining and developing website content including adding new pages and updating as required
2. A practical and working knowledge of national, regional and political offline and online media, including social media
3. Experience of developing and maintaining positive working relationships with key media contacts, preparing media releases and public statements
4. Excellent interpersonal and communication skills with the ability to work successfully as a member of a small team, developing and maintaining good working relationships with all colleagues
5. Experience of producing a wide range of communication tools including reports, newsletters, ezines, and articles, and liaising with individuals and organisations for content (copy, photographs, video etc), as well as with designers, printers and distributors
6. Strong attention to detail and excellent organization skills, including a proven ability to prioritise effectively under pressure and successfully handle multiple projects to deadlines and targets
7. Experience of working with website content management systems, Adobe Photoshop, MS Powerpoint and MS Publisher or similar products
8. GCSE English and Maths, Grade C or above, or equivalent
9. 2 A-Levels, or equivalent

### **B. General**

1. An understanding of, and empathy for the values and ethos of integrated education
2. Ability and willingness to maintain flexibility in your working hours in order to attend meetings and events outside normal business hours, and also outside Northern Ireland as necessary
3. Proficiency in computer skills with experience of using MS Office, including Word, Outlook and the internet in a work environment
4. A full driving licence and access to private transport for work purposes, with appropriate insurance, that would allow the post holder to meet the travel requirements of the post in full

## DESIRABLE CRITERIA

The IEF reserves the right to apply the desirable criteria when shortlisting and these would be applied in merit order as follows:

1. A relevant third level qualification eg a Communications, Advertising and Marketing Degree  
***Or***  
At least three years' experience working in a communications role
2. At least one year's knowledge and experience of using WordPress Content Management Systems
3. Evidence of skills in video editing and using publishing software

## SUMMARY TERMS AND CONDITIONS

Salary: NJC Scale 6, Points 18 - 22 (currently £24,982 - £27,041 pa), depending on experience.

Pension: The IEF provides a workplace pension scheme with The Workers Pension Trust and will contribute at least the minimum level for employers that has been set out by Government legislation on behalf of all IEF employees enrolled in the scheme. Currently the IEF will contribute 5% of gross salary and employees enrolled in the scheme are required to contribute a minimum of 3%.

Hours: 35 hrs per week, normally within the period 9.00am – 5.00pm, Monday – Friday

Type of Post: Office based and full-time

Overtime: None. Time off in lieu (TOIL) is given for any agreed additional hours worked

Holidays: 20 days annual leave plus 15 days customary holidays per annum

***All applicants must have the relevant authorisation to live and work in the UK.***

***The IEF values diversity and welcomes applications from all sections of the community.***