



## JOB DESCRIPTION/ROLE PROFILE

Job Title: Communications Assistant

Reporting To: Communications Manager

Located At: Northern Whig House, 3 Waring Street, Belfast, BT1 2DX – Home & Office Hybrid Working Options Available

Hours of Work: 37 per week (flexi hours)

### MAIN PURPOSE OF THE JOB:

**At Clanmil, our customers are at the heart of what we do. The Communications Assistant will assist in the delivery of Marketing, PR and Social Media services ensuring organisational values, ambitions and goals are achieved. This is a supporting role responsible for assisting in the delivery of the marketing strategy and related communications.**

### GENERAL RESPONSIBILITIES:

A	MARKETING & COMMUNICATIONS
1.	Support the Communications Manager and the Communications Business Partner in delivering the marketing and communication strategy.
2.	Support the provision of a responsive, marketing and comms support service to colleagues across the organisation and take ownership for delivery where appropriate.
3.	Build good working relationships with colleagues and become a valued first point of contact for marketing and communications queries.
4.	Contribute to the production of relevant, timely and creative content for a range of media.
5.	Assist with the production of print promotional materials, both in-house and by liaising with corporate designers. Take the lead on providing a creative in-house design service for social media graphics and day-to-day promotional materials.
6.	Assist with the planning, organisation and management of corporate events. Take the lead on booking photographers, sourcing suppliers and procuring quality goods and services within budget.
7.	Prepare marketing materials for corporate events.
8.	Assist with organising interviews with our customers and colleagues and arranging photo shoots to support the placement of good news stories in appropriate media. Take photographs for social media and publications and create short video clips for social media.



9.	Assist the Communications Business Partner in planning and delivering creative and effective internal communications campaigns.
10.	Maintain a schedule of relevant annual awards competitions and keep appropriate colleagues up-to-date on timelines.

<b>B</b>	<b>PROMOTION OF CLANMIL</b>
1.	Organise the distribution of both internal and external publications.
2.	Manage the centralised booking system for marketing equipment and materials to ensure supply and availability.
3.	Act as brand ambassador ensuring all documents and content are produced to the standards outlined in our brand guidelines.

<b>C</b>	<b>DIGITAL MARKETING</b>
1.	Assist with monitoring Clanmil's social media activity across all channels used
2.	Be passionate about creating original and engaging content that supports the success of Clanmil's internal and external communications.
3.	Maintain a social media content planner and assist with keeping content on the Clanmil website, intranet and social media channels fresh, relevant and up-to-date, and ensure all information is correct and consistent. Ensure consistent corporate tone is maintained as well as accuracy in spelling and good grammar.
4.	Keep up-to-date with social media trends and techniques and continually research examples of good practice that can be used in the development of Clanmil's social media reach and influence.
5.	Monitor social media and website activity on a daily basis and liaise with Clanmil's Facebook team to ensure a responsive service.
6.	Take ownership of the social media log and of the production of monthly digital evaluation reports to guide future content.

<b>D</b>	<b>ADMINISTRATIVE</b>
1.	Take responsibility for maintaining and updating marketing and communications distribution lists and providing admin support in relation to the distribution of marketing mail shots.
2.	Take responsibility for maintaining a database in relation to Clanmil's Public Affairs activities.



3.	Take responsibility for collating press clippings and online coverage and organising annual evaluation.
4.	Take responsibility for monitoring and ensuring an adequate supply of marketing literature. Liaise with relevant staff to identify any content changes or updates required.
5.	Take responsibility for procuring and managing stocks of appropriate branded promotional merchandise.
6.	Update and maintain the publications library and image database.
7.	Assist with the typing/formatting of letters, documents and reports.
8.	Assist with copywriting and proof reading across all marketing materials.
9.	Carry out general administration duties for the communications team including telephone cover and attending project meetings as and when needed.

<b>E</b>	<b>TEAM WORK</b>
1.	Provide timely support and assistance to other departments when required.
2.	Actively contribute to team meetings/supervision meetings etc to ensure a neutral and harmonious working environment is maintained at all times.
3.	Take on additional specific projects as required by the Executive Director of Corporate Services, and any other senior manager as requested.

<b>F</b>	<b>PERSONAL DEVELOPMENT</b>
1.	Embrace all opportunities for learning and development to help you fulfil your role to the best of your ability.
2.	Attend all training courses offered to help you fulfil your role to the best of your ability.

<b>G</b>	<b>FOLLOW ALL POLICIES AND PROCEDURES IN RELATION TO THE ROLE</b>
1.	Familiarise yourself with the company's policies and procedures which you will be provided with at the start of your employment and during your induction period and induction training.
2.	Understand the role of Clanmil, its mission and display its core values in your actions and behaviours.
3.	Generate creative and innovative ideas to challenge and contribute to the Clanmil's way of working.
4.	Adhere to Clanmil's Fair Employment and Equal Opportunities Policy and commit



	to the principles and aims of the Equality Scheme S75 duties with regard to religious faith, political opinion, racial groups, men and women generally, marital status, age, persons with a disability, persons with dependants and sexual orientation.
5.	Ensure that all work you carry out is in line with the Association's Data Protection Policy.

This Job Description indicates only the main duties and responsibilities of the post. It is not intended as an exhaustive list. In line with our values of 'Achieving Together' and 'Leave a Positive Experience', we expect all to have a flexible attitude and support each other through carrying out any other duty, from time to time, to overcome challenges and move things forward.

**Signed by Postholder:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Signed by Manager:** \_\_\_\_\_

**Date:** \_\_\_\_\_



### **Our values guide us.**

Whilst what we do is vitally important, we think how we do it is equally important. We have all our own way of doing things. It's what makes us unique and at Clanmil we're no different. Our values are at the heartbeat of our organisation, they guide the way we behave and the decisions we make so we're doing everything we can to support our customers and their communities to thrive. We are Clanmil and we...

### **Leave a positive experience**

We believe there's always an opportunity to leave a positive lasting impression if you show compassion and demonstrate you care. We see the person, not the problem. And whilst we know that sometimes we might have a tough conversation or make a hard decision, we will always act with honesty, fairness and respect regardless of the circumstances. After all we're a people business, so trust and great relationships are really important.

### **Believe in better**

With a world of opportunity and head full of possibility, we have a shared ambition to do more. We challenge ourselves, each other, what we do and the world around us to not just settle but improve and to strive for better. We remain curious about what could be, embracing change whilst never losing sight of what we believe in. We are force for good, so we're confident to stand up and be counted.

### **Achieve together**

Together we are stronger. It's as simple as that. By working as one with colleagues, customers and communities we can make real change happen, overcome challenges and move things forward with great energy. It feels good to be part of something, right? We all see the world differently and we might not always agree. We embrace that. We celebrate our diversity and the benefit that brings as we know that with unity comes strength.



## JOB PROFILE

CRITERIA	E	D	METHOD OF ASSESSMENT
<b>EXPERIENCE / KNOWLEDGE</b>			
You will have a good general level of education to include at least five GCSEs (at a minimum of Grade C) or equivalent to include English and Maths <b>AND</b> 1 years' experience in a similar marketing related administrative role <b>OR</b> this would be a great opportunity for a student due to graduate this summer who has completed their placement year in marketing and communications and is ambitious to start a career in this field.	<b>X</b>		Application form
Good written communication skills with the ability to write for a wide range of audiences.	<b>X</b>		Interview
Have a good knowledge of digital communications platforms including websites, social media, blogs and how to engage audiences and be able to update content regularly.	<b>X</b>		Application Form
Excellent level of IT literacy with knowledge of Microsoft Office suite i.e. Word, Excel, Powerpoint etc (demonstrated by way of examples on the application form).	<b>X</b>		Application Form & Interview
A flair for design and the ability to creatively produce basic design work using platforms such as Canva and Microsoft Publisher.		<b>X</b>	Application Form & Interview
Experience of assisting in the planning and delivery of events.		<b>X</b>	Interview
<b>SKILLS / ABILITIES</b>			
Excellent verbal and written communication skills and ability to interact with internal and external customers in a professional manner.	<b>X</b>		Interview
Comfortable and reliable in handling sensitive and confidential information.	<b>X</b>		Interview
Be a brand ambassador, positively promoting the Clanmil brand to colleagues and external audiences. Highly organised with a high attention to detail and able to work under own initiative in line with agreed objectives.	<b>X</b>		Interview
Able to multi-task and to work quickly and accurately under pressure, in a structured way.	<b>X</b>		Interview



Strong customer focus.	X		Interview
Good interpersonal skills and ability to work as a team.	X		Interview
Photography, videography or design skills.	X		Interview
<b>OTHER</b>			
Flexible with working hours as you may be required to work outside of normal office hours occasionally	X		Application Form
Able to drive to meet the needs of the post, without reliance on public transport	X		Application Form