



APPLICANT INFORMATION PACK

PR, Communications & Marketing Officer

Enclosed:

Introduction
Job Description
Personnel Specification
Guidance Notes

INTRODUCTION

Thank you for your interest in applying for this position with Ark Housing.

Please use the information provided to assist you in completing your application. Should you require any further assistance please contact us directly and we will be pleased to assist you.

General Information

Ark Housing Association is a registered Housing Association with the Department for Communities (DfC) and is an independent not for profit organisation under the Industrial & Provident Society Act (NI) 1969.

Ark Housing provides social housing accommodation for rent to those in housing need. We provide accommodation throughout Northern Ireland for families, elderly people, those with disabilities, singles, and others in housing need. We also provide family homeless services providing temporary accommodation and support services for a wide range of client needs in partnership with the Housing Executive, Social Services, and other partner organisations.

Our Vision

Making a positive difference by empowering people and communities

Our Mission

In partnership, provide quality homes and support services to meet housing need and contribute to the wellbeing of communities

Our Values

<i>Progressive</i>	<i>Forward thinking, supporting change & transformational</i>
<i>Respect</i>	<i>Treat everyone with dignity and esteem</i>
<i>Integrity</i>	<i>Maintain the highest professional and personal standards</i>
<i>Diversity & Equality</i>	<i>Value diversity and equality in everything we do</i>
<i>Excellence</i>	<i>Strive to deliver the highest standards of quality and customer care</i>

JOB DESCRIPTION

JOB TITLE: PR, Communications, & Marketing Officer

LOCATION: Head Office, Belfast / Hybrid Working

ACCOUNTABLE TO: Chief Executive

REPORTING TO: Housing Services Manager

Main Responsibilities:

To raise the organisation's public profile in support of its strategic and operational business Plans and objectives.

To participate in the design, delivery and implementation of a PR, Communications, & Marketing Strategy in line with the organisation's strategic and operational business plans.

To compile an annual marketing and communications activity plan and to deliver creative and effective PR, Communications, & Marketing campaigns and activities in line with that plan.

To monitor and report on the implementation and effectiveness of the organisation's PR, Communications, & Marketing activities, including through the development and reporting of KPIs and other agreed performance indicators;

To manage the organisation's media relations, marketing, publications, digital engagement activities and social media platforms.

To assist in the development of PR, Marketing & Communications policies.

Other Responsibilities:

To keep up to date on the social housing sector in Northern Ireland including the wider political, legislative, and policy landscape in which we operate;

To maintain a good working knowledge and understanding of all aspects of the Association's operations as well as of the wider social housing sector;

To build strong working relationships with colleagues and stakeholders both internally and externally to ensure a regular in-flow of information for marketing purposes;

To provide a responsive marketing and communications support service to colleagues across the organisation;

To help identify opportunities across the business to positively profile the impact of our work;
To ensure that the Association's publicly available material is maintained and monitored regularly for accuracy, relevance, content, and compliance with data protection regulations;

To monitor the Association's social media accounts and ensure a regular stream of original, engaging, and relevant content is published across those channels and our website;

To produce content for publication across our various PR & Communications channels, including video, images, graphics, and traditional print;

To undertake interviews with our tenants and staff to communicate our work and our impact and take the lead in filming and editing in-house produced videos;

To help write and manage the production of corporate publications and marketing materials (brochures, posters, flyers etc) for the Association's corporate activities in line with our brand guidelines, liaising with designers and printers in addition to gathering information, copy writing, editing and proof reading;

To ensure a consistent corporate tone is maintained across the organisation's various platforms;

To keep up to date on new social media platforms and marketing trends and techniques and continually research examples of good practise that can be used in the development of our social media reach and influence;

To ensure information about the Association on external websites and directories is maintained and kept up to date;

To respond to media queries as required;

To research and write press articles as requested by and in conjunction with Senior Management;

To organise and be responsible for corporate events, photo opportunities, and other public relations events as requested;

To act as brand ambassador ensuring all documents and content are produced to standards outlined in brand guidelines;

To be responsible for the production and placement of advertisements to market our homes and services and to raise our corporate profile;

To represent Ark Housing on external groups regionally;

To create new advertising campaigns/ideas/proposals;

To procure, manage and monitor service agreements and contractual relationships in respect to PR related supply chains and to act as the lead point of contact for such services;

Policies & Procedures

In conjunction with the Senior Management Team, to participate in the development of operational policies and procedures pertaining to the organisation's PR, Communications & Marketing functions.

Equality & Diversity

To embrace Ark Housing's Equality & Diversity Policy and to commit to the principles and aims of its Equality Scheme S75 duties.

Data Protection

To ensure that all work you carry out is in line with the organisation's Data Protection Policy.

General

The nature of this post is such that this Job Description cannot be prescriptive.

It is a requirement that the post holder will demonstrate a high level of flexibility and responsiveness to changing circumstances and work demands of the service.

The post holder will be expected to carry out any other duties as directed, which are considered reasonable and in accordance with the general duties and responsibilities of this post.

WORKING ENVIRONMENT

The PR, Communications & Marketing Officer may work in a hybrid manner between Head Office and Home and in accordance with our Hybrid Working Policy.

Because of the nature of the role, the postholder may also be required from time to time to work from other locations.

HOURS

Contracted hours are 37 hours per week, Monday to Thursday 9am to 5pm and Friday from 9am to 4.30pm. However, in order to fulfil the requirements of the role, the postholder may be required from time to time, to attend meetings and campaign events deemed to be outside of their normal weekly working pattern.

HOLIDAY ENTITLEMENT

Holidays would normally be 22 days per annum rising to 27 days after 5 years' service, and 32 days after 10 years' service.

In addition, the postholder is entitled to an additional 13 customary holidays.

PERSONNEL SPECIFICATION

Position: PR, Communications & Marketing Officer

Date: Sept 2022

SHORTLISTING CRITERIA	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
<p>Educational Attainment & Relevant Experience (Must Demonstrate on Application)</p>	<p>Third level qualification in a relevant discipline and 1 years' experience within the last 3 years in a similar role;</p> <p>or</p> <p>Have at least 5 GCSE's including English & Maths and 3 years' experience within the last 5 years in a similar role;</p> <p>Relevant experience must include experience in at least two of the following areas:</p> <ul style="list-style-type: none"> • Public relations; • Media Communications; • Design; • Marketing; • Social media influencing 	<p>Membership of a professional body such as CIPR or CIM</p>
<p>ICT Skills (Must demonstrate sound experience on application)</p>	<p>Excellent knowledge of a range of Social Media Platforms/Channels; MS Office applications, and other digital design and communication platforms.</p>	
<p>Transport (Must demonstrate on Application)</p>	<p>Must hold a valid driving licence & have access to a car for business purposes for use in the fulfilment of the role.</p>	

PERSONAL BEHAVIOURS

Embracing Change	Contributes positively to change and recognises the positive impact of change on individuals and the team. Is flexible and positively accepts change.	
Equality	Treats all colleagues and customers fairly and equitably and demonstrates respect for diversity.	
Team Working	Breaks down barriers that impact effective team working. Optimises the use of the pool of knowledge and embraces a learning culture.	
Communicating	A skilled communicator who keeps colleagues and clients well informed and who messages clearly and concisely across a diverse range of mediums and platforms.	

GUIDANCE NOTES

It is important that you read these notes carefully before you attempt to complete the application form. Therefore, please take a few minutes to read the information in this pack which will guide you throughout the process.

Job Description and Personnel Specification

The Job Description and Personnel Specification will assist you in deciding whether you meet the essential criteria for this position. Please remember that the Association reserves the right to increase the criteria used for the short listing of candidates to be selected for interview without further notification. You should use the job description and personnel specification to help you consider your relevant experience, training and skills and ensure that you highlight them when completing the experience & training section of the application.

Short Listing Candidates

Candidates will be selected solely on the information provided in this application form and you should ensure that you answer all sections fully and provide the information requested in all sections of the application form.

CVs are not acceptable, and your application will not be registered if you submit a CV.

Confidential Equality Form

You should ensure that you complete the Equal Opportunities Questionnaire and return it in a separate envelope addressed to the Monitoring Officer and marked Private & Confidential or by email along with your completed application form to: recruitment@arkhousing.co.uk

Supporting Documents

Documentary evidence will be required if you are short listed to attend for interview. This will include photographic identification e.g. passport, driving licence or other form of acceptable ID.

Copies of your educational qualifications, professional membership and any other documents required to support your application are also required. You may bring these documents to the office with you on the day of your interview and staff will arrange to copy them for you. Please note that all documents provided must be originals.

Disclosure of Criminal Records

All applicants must complete this section fully. Where criminal convictions are disclosed, details must be provided of the offence(s) of which the applicant has been convicted and any relevant details relating to the offences.

You should note that Ark Housing are required to carry out checks on all persons being considered for employment with the Association through the Access NI scheme.

Data Protection

All information provided by applicants will be used solely for the purposes for which it is required in this recruitment exercise and will not be disclosed to others except where we are obliged to do so in accordance with the provisions of the General Data Protection Regulations.

Equality of Opportunity

Ark Housing is an Equal Opportunities Employer and we welcome applications from all sections of our community. Arrangements can be made for those applicants who require additional support or assistance because of a disability or other consideration which may hinder them in this application process. This may include the provision of translation service, alternative format for the documents or arrangements to facilitate a specific disability. If you require such assistance, please contact the Recruitment Officer either by telephone on 028 90 752310 or email: recruitment@arkhousing.co.uk

Equality Monitoring

To comply with our obligations under Equal Opportunities and Fair Employment legislation, we are required to monitor our recruitment exercises to ensure that our Recruitment Policies and Procedures are effective. All applicants are required to complete the Equal Opportunities Questionnaire associated with this application and to return it for the attention of the Monitoring Officer.

General Points

- The application form, if completed by hand, should be completed in BLACK INK and must be legible. The application may also be completed electronically and emailed to recruitment@arkhousing.co.uk
- When completed you should read through your application again to check that you have fully completed all sections.
- If submitted by post, please make sure that you leave plenty of time for your application to be received by the closing date & time.
- Please remember that late applications **WILL NOT BE ACCEPTED.**
- Pay attention to the Applicant Declaration and ensure that you have signed and dated the application form.
- Do not send any supporting documentation with this application form. We may ask for such documents if your application is successful and you are short listed for interview.
- Please ensure that you have the permission of your nominated referees to act on your behalf and that they agree to provide you with a reference.
- Canvassing on behalf of your application will disqualify your application.