

Using the Law to Promote, Protect and Realise

Children’s Rights

September 2020

Dear Applicant

**RE: COMMUNICATIONS AND MARKETING MANAGER (Ref: CMM 09/20)**

Thank you for your enquiry in respect of the above position. Enclosed you will find a job information pack which should include the following:

Job description

Person specification

Main terms and conditions of work

Application Form

Reasonable Adjustment Enquiry

Cautions and Convictions Enquiry

Employee Monitoring Questionnaire

Annual Report - available on our website: https://www.childrenslawcentre.org.uk/images/CLC\_Annual\_Report\_2018-19.pdf

If any of these are missing from your pack, please contact us immediately.

**The closing date for receipt of applications is Wednesday 30th September 2020 at 12 noon. Proof of sending an application by email is not proof of receipt. We recommend that applicants verify receipt electronically or by telephone.**

**Interviews will be held on Wednesday 7th October 2020.**

**Please note:**

We will only accept applications on the enclosed application form, which should be returned by email. CV’s will not be considered.

Applications should be returned via Email to: [reception@childrenslawcentre.org](mailto:reception@childrenslawcentre.org) Applicants who are shortlisted for interview will be asked to sign application forms received by email at a later date. If you have a disability and there are any reasonable adjustments that you wish the Children’s Law Centre to consider to enable you to apply for the post (including arrangements for the interview in the event that you are shortlisted) please notify us.

When submitting your application by email please ensure that the Employee Monitoring Questionnaire, Reasonable Adjustment Enquiry and Cautions and Convictions Enquiry are returned by separate email and not sent together with your application form. The email address for submitting these documents is: [helenrafferty@childrenslawcentre.org](mailto:helenrafferty@childrenslawcentre.org)

**Shortlisting will be undertaken on the basis of the enclosed person specification. You should therefore address all criteria listed in the person specification when completing the supporting statement in the application form.**

This post is subject to an Access NI Check. A copy of the Access NI Code of Practice is available on request.

Thank you for your interest in the work of the Children’s Law Centre, we look forward to receiving your completed application form.

Yours faithfully

Helen Rafferty

HEAD OF ADMINISTRATION & FINANCE UNIT

Enc.

**CHILDREN’S LAW CENTRE**

**APPLICATION PACK**

**COMMUNICATIONS AND MARKETING MANAGER**

**(Ref: CMM 09/20)**



**Job Description**

**Digital, Communications and Marketing Manager Ref CMM 09/20**

**Date: September** 2020

**Location:** Children’s Law Centre

127-131 Ormeau Road

Belfast BT7 1SH

**Salary:** NJC Point 32-34 (35,745 - £37,890)

plus 7% pension contribution on completion of a 6 month probationary period

**Reports to:** Director

**Hours:** Full Time (35 hours per week). This appointment is for 3 years but with good prospects of renewal subject to availability of funding

**Holidays:** 25 days per year plus statutory holidays

**Probationary Period:** 6 months

**PURPOSE OF POST:**

In furtherance of CLC’s mission

Develop, implement and manage CLC’s communications and marketing strategy

Manage, develop and maintain the Children’s Law Centre’s (CLC) digital platforms

Work with youth@clc to ensure CLC’s digital offer is fit for purpose in meeting the needs of young people

**MAIN DUTIES AND RESPONSIBILITIES:**

**Communications**

* Develop, implement and manage a communications strategy to increase CLC’s profile and impact
* Provide communications support for CLC events, policy and campaign work across all communication channels including print media, radio and TV broadcasting, digital news media, social media and CLC website
* Manage media monitoring and media relationships to include monitoring emerging children’s rights issues and keep staff informed
* Issue press releases and CLC policy position statements as needed
* Train and support staff and CLC’s youth advisory panel in the Media including using social media to increase the profile and impact of CLC’s legal and policy work
* Provide support for staff and youth@clc in the creation of digital information for CLC stakeholders e.g. e-briefings, e-zine, blogs and podcasts
* Ensure effective internal communications and monitor/advise on

emerging digital communication platforms

**Digital**

* Develop a digital marketing strategy to maximise uptake of CLC’s digital platforms by all key stakeholders and in particular CLC’s digital children’s rights information and advice service for children and young people incorporating REE Rights Responder, REE Live Chat and the Child Law Hub (CLC’s new website)
* Manage the development and ongoing maintenance of CLC’s digital platforms
* Support staff in adherence to safe digital practice when engaging with young people at all times
* Manage and use digital communications and marketing to increase CLC’s reach, profile and impact
* Manage and contribute to the creation of accessible multimedia resources on children’s rights for the child law hub e.g. video, infographics, legal webinars e-learning content etc
* Manage all Search Engine Optimisation activity
* Develop a social media strategy and manage activity across all CLC and youth@clc social media accounts on an ongoing basis
* Manage social media campaigns
* Manage social media promotion of all CLC’s services including CLC’s new digital information and advice service- REE – Rights Responder, Live Chat and the Child Law Hub

**Marketing and Branding**

* Ensure consistent branding across the organisation
* Manage the development of all marketing publications and resources including e flyers, annual report, pull-up stands, and digital branding assets
* Work with CLC staff and youth@clc in marketing and promoting all CLC events

**Data Collection and Analytics**

* Prepare data reports; measure reach and user profiling through Google, social media and REE data analytics
* Work with staff to interpret data to assist in measuring impact

**Other duties and responsibilities**

* Contribute to CLC strategic planning processes as required
* Adherence to safeguarding, confidentiality, GDPR, and equality policies
* Participation in and organize staff training and development as required
* Undertake necessary administrative tasks required for the role
* Prepare ongoing regular monitoring and evaluation reports for funders and others as required
* Work with the Director to ensure sustainability of CLC’s digital, communications and marketing function
* Be available to work outside normal working hours on occasion as required
* Undertake such other duties as may be required from time to time

**RESPONSIBILITY FOR STAFF AND VOLUNTEERS:**

This post will have line management responsibility for CLC’s Youth Participation and Advocacy Worker.

**BUDGETARY RESPONSIBILITY:**

The post holder will work with the Director and Head of Finance and Administration in the management of budgets.

**WORKING CONTACTS:**

Children and young people, their parents and carers

Children’s Law Centre staff, management committee and volunteers

Youth@clc

Members of the Children’s Law Centre

Voluntary and community organisations

Relevant government and statutory agencies

Media

Tech developers

Volunteers

Academics

Other professionals working with children and young people

**VETTING:**

As this post will involve considerable contact with children and young people the Children's Law Centre will require pre-employment screening of potential employees in compliance with the Safeguarding Vulnerable Groups (Northern Ireland) Order 2007 (as amended by the Protection of Freedoms Act 2012) and the successful applicant will be subject to an Access NI Standard Disclosure Check.

**PROBATIONARY PERIOD:**

A 6 month probationary period will apply to this post.

**Person Specification**

**Job Title: Digital, Communications and Marketing Manager Ref CMO 09/20**

|  |  |  |
| --- | --- | --- |
|  | **Essential** | **Desirable** |
| **Experience and Qualifications** |  |  |
|  |  |  |
| A minimum of 3 years’ full-time experience or part-time equivalent of working in a communications, marketing or PR role | **√** |  |
| A relevant third level qualification e.g. Communications, Marketing, Public Relations, Journalism or Social Science | **√** |  |
| Experience of Project Management | **√** |  |
| Experience of using social media to promote a message | **√** |  |
| Experience in developing, maintaining and updating websites | **√** |  |
| Experience of using WordPress or similar |  | √ |
| Experience of creating multimedia content for website and social media e.g. video, infographics, podcasts, blogs |  | **√** |
| Experience of managing communications with a wide range of press and media for a range of purposes e.g. increasing CLC’s profile, event promotion etc | **√** |  |
| Experience of working directly with children and young people |  | **√** |
| Experience in using Office applications MS Word, Excel, PowerPoint and Outlook | **√** |  |
| Experience of using online tools e.g. canva, adobe photoshop and video editing software |  | **√** |
| **Knowledge** |  |  |
| Knowledge of the media in Northern Ireland | √ |  |
| Awareness of Children’s Rights | **√** |  |
| Best practice in safeguarding children online |  | √ |
| **Ability/Aptitude/Skills** |  |  |
| Ability to work as part of a team and on own initiative | **√** |  |
| Able to travel as required to carry out the duties of the post | **√** |  |
| Able to work some evenings and weekends as required | **√** |  |
| Ability to self-organise and work to deadlines | **√** |  |
| Excellent written and oral communication skills | **√** |  |
| **Ethos** |  |  |
| A commitment to children’s rights | √ |  |
| A commitment to the principle of equal opportunities | √ |  |
| Commitment to the ethos of the Children’s Law Centre | √ |  |

**Children’s Law Centre**

**MAIN TERMS AND CONDITIONS OF WORK**

**Digital, Communications and Marketing Manager Ref CMM 09/20**

**PLACE OF WORK**: Children's Law Centre

127-131 Ormeau Road

Belfast BT7 1SH

**DURATION OF CONTRACT:** Fixed contract for 3 years but with good prospects for renewal subject to availability of funding.

**SALARY**: NJC Point 32-34 (35,745-£37,890)

**HOURS:** This is a full time post; 35 hours per week

**PENSION:** This post is pensionable after successful

completion of probationary period

**HOLIDAY ENTITLEMENT**: 25 days per year plus statutory holidays

**PROBATIONARY PERIOD:** 6 months

**CLOSING DATE FOR**

**APPLICATION:** 12.00 noon Wednesday 30th September 2020

**DATE OF INTERVIEW**: Wednesday 7th October 2020

**CHILDREN’S LAW CENTRE**

**Rights House, 127-131 Ormeau Road, Belfast, BT7 1SH**

**Telephone: (028) 90 245704**

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**APPLICATION FOR THE POST OF:**

**COMMUNICATIONS AND MARKETING MANAGER (Ref: CMM 09/20)**

# Ref: \_\_\_\_\_\_\_\_\_\_\_\_ (for CLC purposes only)

**CLOSING DATE: 12 noon Wednesday 30th September2020**

# NAME OF APPLICANT \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## PLEASE COMPLETE THIS APPLICATION IN FULL.

DO **NOT** SUBSTITUTE A READY- MADE CURRICULUM VITAE.

OFFICIAL USE

Interviewed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date application received \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CHILDREN’S LAW CENTRE (NI)**

**APPLICATION FOR EMPLOYMENT**

**PLEASE TYPE OR COMPLETE IN BLACK INK.**

**JOB APPLIED FOR:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Ref \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **PERSONAL INFORMATION**

|  |  |
| --- | --- |
| **SURNAME:** | **FIRST NAME:** |
| **PERMANENT ADDRESS:**  **POSTCODE:**  **HOME TELEPHONE NO:**    **(MOBILE) : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (WORK) : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **EMAIL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | |
| **DATE OF BIRTH:**  **Day Month Year**     |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  | | |

1. **EDUCATION**

**2.1 PLEASE GIVE HERE RELEVANT DETAILS OF POST PRIMARY EDUCATION AND QUALIFICATIONS INCLUDING DETAILS OF PROFESSIONAL QUALIFICATIONS.**

|  |  |  |  |
| --- | --- | --- | --- |
| TYPE OF SCHOOL/  COLLEGE ETC. | FROM/TO | SUBJECTS STUDIED | QUALIFICATIONS  (With Dates) |
|  |  |  |  |

* 1. **2.2 OTHER TRAINING**

**PLEASE GIVE INFORMATION ABOUT ANY OTHER TRAINING COMPLETED WHICH YOU WOULD LIKE TO DRAW TO OUR ATTENTION.**

|  |
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|  |

1. **EMPLOYMENT HISTORY**

**PLEASE LIST ALL PERIODS OF EMPLOYMENT STARTING WITH MOST RECENT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **JOB TITLE** | **FROM/TO** | **NAME AND ADDRESS OF EMPLOYER** | **AREAS OF RESPONSIBILITY AND DUTIES AND SALARY** | **REASON FOR LEAVING** |
|  |  |  |  |  |

1. **SUPPORTING STATEMENT**

**SHORTLISTING WILL BE CARRIED OUT ON THE BASIS OF HOW WELL CANDIDATES ADDRESS ALL THE CRITERIA CONTAINED IN THE “PERSON SPECIFICATION”. (Please continue on separate sheets if required).**

**4.1 PLEASE DESCRIBE HOW YOUR QUALIFICATIONS AND EXPERIENCE MEET THE CRITERIA FOR THE POST WITH THE CHILDREN’S LAW CENTRE. (700 words max)**

|  |
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|  |

**4.2 MINDFUL OF THE ESSENTIAL AND DESIRABLE CRITERIA FOR THE POST, PLEASE DESCRIBE HOW YOUR KNOWLEDGE MEETS THE CRITERIA FOR THE POST WITH THE CHILDREN’S LAW CENTRE. (500 words max)**

**4.3 MINDFUL OF THE ESSENTIAL AND DESIRABLE CRITERIA FOR THE POST, PLEASE DESCRIBE HOW YOUR ABILITIES, APTITUDES, SKILLS AND ETHOS MEET THE CRITERIA FOR THE POST WITH THE CHILDREN’S LAW CENTRE. (500 words max)**

1. **OTHER RELEVANT INFORMATION**

**PLEASE GIVE DETAILS, INCLUDING DATES, OF ANY OTHER EXPERIENCE WHICH IS RELEVANT TO THE POST.**

**E.G. UNPAID WORK, VOLUNTARY ACTIVITIES. (500 words max)**

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1. **REFERENCES**

**TWO REFEREES ARE REQUIRED AND SHOULD HAVE KNOWLEDGE OF YOU IN AN EMPLOYMENT, ACADEMIC OR PROFESSIONAL CAPACITY, ONE OF WHICH SHOULD BE YOUR PRESENT OR MOST RECENT EMPLOYER. (Referees should not be members of your family)**

References will only be taken up in the event of you being considered for the offer of employment.

1. Present/ most recent employer 2. Second referee

|  |  |
| --- | --- |
| **NAME:** | **NAME:** |
| **ADDRESS:**  **POSTCODE:**  **TEL NO:**  **Capacity in which known to you:** | **ADDRESS:**  **POSTCODE:**  **TEL NO:**  **Capacity in which known to you:** |

SIGNATURE:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**A CANDIDATE FOUND TO HAVE KNOWINGLY GIVEN FALSE INFORMATION OR TO HAVE WILFULLY SURPRESSED ANY MATERIAL FACT WILL BE LIABLE TO DISQUALIFICATION, OR IF APPOINTED TO DISMISSAL.**

**Applications should be submitted by Email to:**

[reception@childrenslawcentre.org](mailto:reception@childrenslawcentre.org)

When submitting your application by email please ensure that the Employee Monitoring Questionnaire, Reasonable Adjustment Enquiry and Cautions and Convictions Enquiry are returned by separate email and not sent together with your application form. The email address for submitting these documents is: [helenrafferty@childrenslawcentre.org](mailto:helenrafferty@childrenslawcentre.org)

**Children’s Law Centre (NI)**

**PRIVATE AND CONFIDENTIAL**

**NAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ REF: \_\_\_\_\_\_\_\_**

**(for CLC purposes only)**

**Please return this form by separate email and not together with your completed application form to:** [helenrafferty@childrenslawcentre.org](mailto:helenrafferty@childrenslawcentre.org)

**REASONABLE ADJUSTMENT ENQUIRY**

**Do you have a disability in respect of which you would like the Children’s Law Centre to consider making reasonable adjustment to facilitate you undertaking the post? YES/NO (delete as applicable)**

**If YES please give details:**

**CAUTION OR CRIMINAL CONVICTIONS ENQUIRY**

**Do you have any convictions that are not “protected” as defined by the rehabilitation of Offenders (Exceptions) (Northern Ireland) Order 1979, as amended in 2014? YES/NO (delete as applicable)**

**If yes, please give details.**

**“Unprejudiced consideration will be given to candidates who declare cautions or criminal conviction(s) unless their offence(s) is/are manifestly incompatible with the post in question”.**

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**Children’s Law Centre**

**Employee Monitoring Questionnaire**

**PRIVATE AND CONFIDENTIAL**

**EQUALITY OF OPPORTUNITY REF: \_\_\_\_\_\_\_\_**

**(for CLC purposes only)**

We are striving to become an Equal Opportunities employer. We do not discriminate on grounds of religious belief, political opinion, age, gender, disability, sexual orientation, race, marital or dependant status. We practice equality of opportunity in employment and select the best person for the job.

To demonstrate our commitment to equality of opportunity in employment, we need to monitor the community background of our employees as required by the Fair Employment Act 1989.

Regardless of whether we practice our religion, most of us in Northern Ireland are seen as Catholic or Protestant. We are therefore asking you to indicate your community background by ticking the appropriate box below.

I am a member of the Protestant community

I am a member of the Roman Catholic community

I am a member of neither the Protestant or

Roman Catholic community

Could you please indicate whether you are: Female Male

If you do not complete this questionnaire, we are encouraged to use the ‘residuary’ method which means that we can make a determination on the basis of personal information on this file.

**Note:** It is not compulsory for you to answer the above questions. However, we would stress that it is a criminal offence under the legislation for a person to “give false information in connection with the preparation of a monitoring return”.

**Please return this form by separate email and not together with your completed application form to:** [helenrafferty@childrenslawcentre.org](mailto:helenrafferty@childrenslawcentre.org)