

JOB DESCRIPTION AND PERSONNEL SPECIFICATION

Job Title:	Marketing and Engagement Officer (Make It Right Campaign)
Grade:	Staff Officer
Salary	£24,089 - £30,520
Responsible to:	Head of Communications & Participation

Background:

The Northern Ireland Commissioner for Children and Young People was established under legislation (Commissioner for Children and Young People [Northern Ireland] Order 2003) to provide an independent voice to promote and protect the rights of children and young people in Northern Ireland and to represent their interests.

Job Purpose:

As a member of the Communications and Participation Team, the purpose of this role will be to support NICCY staff in developing and implementing the Commissioner's 'Make it Right' Campaign programme of activity. The post-holder will be responsible for co-ordinating and developing the tactics used to promote, monitor and evaluate a year long campaign. The campaign aims to highlight issues that affect children and young people in Northern Ireland and to facilitate the meaningful involvement of children and young people in this work. The appointee will bring a creative approach to engaging children and young people, general stakeholders, political representatives throughout the campaign.

Key Audiences:

- Children and young people;
- Government;
- Parents/carers;
- Media;
- MLAs/Political representatives;
- Schools/teachers/youth clubs/youth leaders;
- ELBs/HSSBs/HSSTs/Regional Colleges.

Key Functions:

- Maintain and develop as appropriate, a comprehensive campaign programme including monitoring and evaluation;
- Support and develop as appropriate, a detailed Engagement programme to gain support from stakeholders;
- Co-ordinate the production of campaign support materials including the roll out of monthly publications – this will involve briefing designers and printers and liaising with internal teams to ensure these are delivered on time and within budget;
- Ensure that all campaign information and publications are reviewed for completion and accuracy, that all information produced for the campaign is error-free and released on time;
- Produce media awareness plans;
- Encourage the mobilisation of young people as child rights campaigners;
- Develop an ethos of creativity in all elements of the campaign;



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- Report to the Campaign Leadership Team (Head of Communications and Participation, Head of Policy and Research and Chief Executive) on a regular basis.

Main Duties and Responsibilities:

- Ensures the on-time and seamless delivery of monthly campaigns while providing support to internal and external stakeholders;
- Works effectively with the Campaign Team to allow campaign work to continue without pause or delay;
- Review campaign progression and report to Campaign Leadership Team;
- Engage directly with young people to encourage their participation as child rights campaigners;
- Work directly with key stakeholders, including children and young people, to promote and market the campaign;
- Work directly and engage a broad range of media outlets in the campaign and identify pro active related events/activity;
- Monitor the activity of live campaigns and assists with reporting and troubleshooting of delivery issues to Campaign Leadership Team;
- Ensure all documentation and information related to the campaign is both current and accurate;
- Support a team in creating innovative marketing campaigns using a mix of traditional, digital and experimental tactics;
- Deliver copywriting (including speeches);
- Uphold the values of the Commissioner in terms of her commitment to championing the rights of children and young people and listening to and involving children in key aspects of the Commissioner's work;
- Any other duties as required including working outside normal working hours.

Knowledge, Skills & Abilities Required:

- Good knowledge of developing Engagement programmes (including marketing and promotion) and local knowledge of working in the statutory, voluntary, community and NGO sectors;
- A knowledge of communications and working with the media;
- Strong writing and communication skills;
- Good working knowledge of IT and awareness of the Internet and its safe and effective use in communicating with children and young people;
- Experience required in project planning & public relations;
- Demonstrate ability to manage multiple projects simultaneously, while maintaining meticulous attention to detail;
- Ability to learn new software and internal processes quickly;
- Good administrative skills;
- Ability to work independently with minimum supervision.



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Computer & Software Experience

- Microsoft Office: Excel, Access, Word

Other:

- On occasion, staff will be required to work outside the normal working week which may include evenings and weekends;
- Members of staff are expected at all times to provide the appropriate service and to treat those with whom they come into contact with in a courteous and respectful manner;
- Staff are expected to demonstrate their commitment to NICCY by their regular attendance and the efficient completion of tasks allocated to them;
- All duties are carried out in compliance with NICCY's Health and Safety Policy and statutory requirements;
- NICCY is an Equal Opportunities Employer. All staff are required to adhere to NICCY's Equal Opportunities Policy throughout the course of employment;
- To ensure the ongoing confidence of the public in the staff of NICCY, staff must ensure they maintain the highest standards of personal accountability.

The above is given as a broad range of duties and is not intended to be a complete description of all tasks. It is important to note that the responsibilities may change to meet the evolving needs of the services that NICCY provides.

Employees of NICCY are required to support its Mission which is to:

"Safeguard and promote the rights and best interests of children and young people by listening to them and working with them to challenge and change the world in which they live."

SELECTION CRITERIA

Candidates must be able to demonstrate that they meet the following essential criteria in their written application and at interview:

Essential

- A third level qualification **and** two (2) years experience within the last five years in a campaign / public relations / marketing delivery related environment; **OR**
- Three (3) years experience at a supervisory level gained within the last 5 years in a campaign / public relations / marketing delivery related environment;
- Practical evidence of developing and implementing creative campaigns which have involved children and young people;
- Experience in building effective relationships with statutory and voluntary services;
- Experience in building effective relationships with various media;
- Excellent oral and written communications skills with the ability to adapt style to different audiences, particularly children and young people;



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- Campaign planning experience including marketing and promotional experience;
- Good working knowledge of IT and awareness of the Internet and its safe and effective use in communicating with children and young people.

SHORTLISTING

A shortlist of candidates for interview will be prepared on the basis of the information contained in the application. It is essential that all applicants demonstrate on their application form how and to what extent their experience and qualities are relevant to this post and the extent to which they satisfy each of the criteria specified. NICCY reserves the right to carry out testing/assessment of candidates as required at any stage of the recruitment and selection process.

Where a specified period of experience is mentioned it may be increased by one-year increments as a method of reducing numbers.



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Supporting Information:

Background:

The Northern Ireland Commissioner for Children and Young People (NICCY) was established under the recent legislation (Commissioner for Children and Young People (Northern Ireland) Order 2003) to provide an independent voice to promote and protect the rights of children and young people in Northern Ireland and to represent their interests.

Each month from January through to December 2010 onwards, NICCY will embark in a series of monthly campaigns to highlight issues facing children and young people and their parents / guardians. Each month will highlight a different issue. The aims of the campaign are to:-

- Raise awareness among adults and young people about children's rights through the campaign
- Engage young people to actively campaign on key issues affecting their rights

Monthly Themes:

January:	Tackling poverty
February:	Supporting families
March:	Making communities safe for children and young people
April:	Children and young people having their say
May:	Protecting and supporting children from other countries
June:	Having places and spaces for play, leisure and recreation
July:	Supporting children and young people with disabilities
August:	Supporting looked after children and young people
September:	Education for everyone
October:	Feeling safe and well - emotional health and wellbeing
November:	Children and young people in trouble with the law
December:	Celebrating children and young people

