**Please complete in black ink**

**Post applied for: Head of Comms & Engagement**

**Ref Number: HCE/12/20**

**Closing Date: Fri 8 Jan 2021**

*All forms must be received by* ***12 noon*** *on the closing date.*

*CV’s will not be accepted.*

**For Office Use Only**

**Applicant Ref: HCE/12/20/**

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

**Application Shortlisted:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date of interview:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**SECTION 1: PERSONAL DETAILS**

SURNAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ FIRST NAME(S) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TITLE (Mr/Mrs etc) \_\_\_\_\_\_\_ KNOWN AS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

NATIONAL INS. NUMBER / / / /

HOME ADDRESS (including post code) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_

\_\_\_\_\_\_

TEL NO [HOME] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TEL NO [WORK] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MOBILE EMAIL ADDRESS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

If the Person Specification states that access to a car is an essential criteria for the post please answer the following questions: -

Do you have access to a car YES\_\_\_ NO\_\_\_

Do you hold a current driving licence YES\_\_\_ NO \_\_\_

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**REFEREES**

Please name two work referees [not relatives] one of which should be a present or most recent employer.

**A reference will only be sought from your current employer with your consent.**

1.

|  |  |
| --- | --- |
| **NAME** |  |
| **ORGANISATION** |  |
| **POSITION** |  |
| **ADDRESS** |  |
|  |  |
|  |  |
| **TEL NO.** |  |
| **EMAIL ADDRESS** |  |

|  |  |
| --- | --- |
| **NAME** |  |
| **POSITION** |  |
| **ORGANISATION** |  |
| **ADDRESS** |  |
|  |  |
|  |  |
| **TEL NO.** |  |
| **EMAIL ADDRESS** |  |

2.

Please indicate planned holiday arrangements or other dates when you are unavailable

From: \_\_\_\_\_\_\_\_\_\_\_\_ To: \_\_\_\_\_\_\_\_\_\_\_\_

***NICHS is under no obligation to take account of holiday arrangements but will endeavour to do so.***

**SECTION 2: EDUCATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **LEVEL**  University, College, Secondary Education. (Starting with the most recent) | **DATES OF ATTENDANCE** | **EXAMINATIONS / SUBJECTS TAKEN** | **RESULTS / GRADES** | **DATE ATTAINED** |
|  |  |  |  |  |

**MEMBERSHIP OF PROFESSIONAL BODIES WHERE RELEVANT:**

**SECTION 3: EMPLOYMENT HISTORY –** *PRESENT OR MOST RECENT POST*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Employer**  **Name & Address** | **Post Held** | **Dates**  **From/To** | **Reason for**  **Leaving** | **Current Salary** |
|  |  |  |  |  |

**Brief description of main duties and responsibilities:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SECTION 3: EMPLOYMENT HISTORY (CONTINUED)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Employer**  **Name & Address** | **Post Held & Main Duties / Responsibilities** | **Dates**  **From/To** | **Reason for**  **Leaving** | **Salary on**  **Leaving** |
|  |  |  |  |  |

Please continue on a separate sheet if required

**PLEASE GIVE DETAILS OF ANY RELEVANT VOLUNTARY WORK**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| **SECTION 4: SELECTION CRITERIA**  **IMPORTANT INSTRUCTIONS FOR APPLICANTS – PLEASE READ BEFORE COMPLETING**  **Please outline how you meet the essential criteria and any desirable criteria by providing clear and specific examples relevant to the criteria listed. Where possible please also give dates experience was achieved.**  The selection panel will reach a decision on whether or not you meet each of the essential and any desirable criteria on the basis of the evidence you supply IN THIS SECTION**.** The onus is on you to provide sufficiently detailed examples in a succinct form to demonstrate that you have the experience of putting into use the competences that are needed for the post.  **There is a strict word limit of 300 words per criterion**  **Please keep to the limit of 300 words per criterion. Any information over and above this will be removed during the admin check and will not be passed on to the short-listing panel.**  **It is recommended that you use the following model to describe your accomplishments:**  **Challenge:** Describe a specific example that relates to the criteria  **Context:** Explain the context or background to the example. Who else was involved? What were the particular circumstances etc?  **Action:** Outline the specific **actions you took** to meet the challenge  **Result:** Describe the result or outcome of **your actions**. Consider if, with hindsight, your actions were correct; what, if, anything would you do differently now; and what have you learnt from this experience.  Typed or word processed applications are preferable. If completing in manuscript, please ensure your copy is in legible block capitals  *(Please continue on separate sheets if required.)* |
| **Essential Criteria** |
| 1. Excellent leadership and people management skills |
| 1. Ability to think creatively and identify and respond to emerging communication trends and techniques |
| 1. Third level qualification or equivalent |
| 1. A minimum of 5 years’ experience working in a digital, communications and marketing related capacity |
| 1. Proven experience of brand management |
| 1. Ability to build and maintain external relationships |
| 1. Experience of developing and delivering integrated multi-channel campaigns |
| 1. Proven experience of writing creative copy |
| 1. Analytical, with the ability to quickly learn and communicate |
| 1. Experience of successfully writing, developing and implementing communications and marketing strategies, overseeing monitoring and reporting |
| 1. Strong organisational and project management skills |
| **Desirable Criteria** |
| * Membership of Chartered Institute of Marketing or Public Relations |
| * Experience working for a charity |
| * People Management experience with strengths in mentoring and coaching |

**SECTION 5: DISABILITY**

The Disability Discrimination Act 1995 defines a disability as ‘a physical or mental impairment which has a substantial and long term adverse effect on a person’s ability to carry out normal day to day activities. Candidates with a disability will be given equal consideration. However to facilitate the interview process it is necessary for applicants to complete the question below.

Please indicate any particular arrangements you would require to attend interview

|  |
| --- |
|  |

**SECTION 6: CRIMINAL CONVICTIONS**

Has the applicant ever been convicted of a criminal offence (unspent only)?

**YES\_\_\_\_ NO\_\_\_\_\_**

If yes, please provide details of all offences, penalties and dates.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please note that having a criminal record will not necessarily be a bar to obtaining a position.**

**DECLARATION**

To the best of my knowledge and belief the content of my application is accurate. If NICHS becomes aware that I have provided misleading or false information, I understand this may lead to the termination of my employment.

**Privacy Notice for Applicants**

1.1 The Company takes the security and privacy of your data very seriously. We need to gather and use information or “data” about you as part of our business and to manage our relationship with you. The Company will comply with any legal obligations imposed on it by law including the EU General Data Protection Regulation (“GDPR”) in respect of data security and data privacy.

1.2 The Company is a “data controller” for the purposes of your personal data. This means that we determine the purpose and means of processing your personal data.

1.3 The Company is committed to being transparent about how it collects and uses personal data and to meeting its data protection obligations. This Privacy Notice is intended to ensure that you are aware of what personal data the Company collects about you, why we collect it and what we do with it.

A copy of the full privacy notice for Applicants is available on our website [www.nichs.org.uk](http://www.nichs.org.uk)

**SIGNED \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**NICHS is an Equal Opportunities Employer**

Please note that NICHS operates a strict no smoking policy