



Head of Communications & Engagement

Information for Applicants



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Welcome from our CEO

Dear Applicant,

Thank you for your interest in the post of Head of Communications & Engagement with NICHHS. This is a vital role for the charity, leading the development and delivery of the organisation's Integrated Communications & Engagement Strategy.

I believe that in order to make the difference that we do, it is essential to recruit a team of high performing, dedicated staff. In this application pack you can find out more about what it takes to become a key part of the NICHHS team.

As a voluntary sector organisation, one of the most important investments we make is in our people.

By embracing the world recognised Investors in People Standard, we have made a commitment to strive towards the very best in people management excellence and to make NICHHS a great place to work.

We will appoint an individual who possess the skills and qualities that match our values. These values articulate those things that we genuinely believe in, and our new Head of Communications and Engagement will be a champion for these, and promote them in every aspect of what they do.

Our values are *Compassionate, Courageous, Considerate and Committed*.

For many, this values-driven culture is a key element of what makes NICHHS a *special* place to work. People demonstrate how they experience the values personally and strive to act as role models, applying them on a daily basis in their relationships both with service users and colleagues; treating people with dignity and respect; supporting people to be involved in their communities; taking responsibility for actions; and being honest, open and accountable. In short, achieving our charitable aims to the highest possible standard.

Our collaborative working style has brought together staff from across departments, and built a strong sense of team identity. The successful candidate will be joining the NICHHS team at an important time, and will play a key role in the delivery of the Engagement strategy.

We are lucky to have attracted and retained a resilient and talented work force, and have many long serving members of staff, some who have been with us for more than 30 years: clear evidence that NICHHS is a special place to work, with a climate of positivity, characterised by optimism, mutual supportiveness and good humour.

I would like to thank you for your interest in joining the NICHHS team.

Yours faithfully,

Declan Cunnane

Chief Executive

Our Background

The work we do is vital for everyone in Northern Ireland.

Today in Northern Ireland, ten people will suffer a heart attack. Eleven people will have a stroke. And one in every eight deaths will result from respiratory failure. In addition to this, almost 340,000 people are living with long term chest, heart, or stroke conditions.

Northern Ireland Chest Heart & Stroke is a local charity which helps people living with these conditions and their families. Each year we need to raise over £3m to fund our range of programmes, community services and research in the hospitals and universities of Northern Ireland.

Our vision for Northern Ireland is one where everyone can live life to the full, free from chest, heart and stroke illnesses. To achieve this, our work is focused in these areas: Care Services, Prevention, Health Promotion, Research, Lobbying and Policy Work.

All our work is in Northern Ireland. When people donate to NICHHS, they know their entire gift will be used for local benefit. Please visit our website to find out more about what we do and the difference that we make - www.nichs.org.uk.



OUR CULTURE

Our **Values** are the principles that drive us, the things that are most important to us, our motivation. They reinforce the way we interact with each other, our volunteers, service users and everyone else. They describe why NI Chest Heart & Stroke is unique, and they help to drive the culture of our organisation.

We have identified the four values that best identify the principles that are most important to us, **Compassion, Courage, Consideration and Commitment, the 4 C's.**

All our activities are undertaken to the highest possible ethical standards. In addition to meeting our legal and regulatory requirements, we are committed to acting openly and honestly in all our activities and comply with the standards outlined in the Code of Fundraising Practice and the Charity Governance Code.

- o **We will act honestly, truthfully and with integrity in all our actions**
- o **We will report our activities in a transparent and open way**
- o **We will treat everyone with dignity and respect**
- o **We will always act impartially and objectively and avoid conflicts of interest**

Our Purpose

Care	Health Promotion	Research	Policy & Campaigning
We will offer and deliver exceptional Care Services to meet the needs of people who have chest heart and stroke illnesses & their carers	We will contribute & collaborate with others to prevent chest, heart and stroke illnesses and avoidable deaths	To find better ways to prevent, treat and care for people affected by chest heart and stroke illnesses	To put chest, heart and stroke conditions at the heart of Government and Health Service agendas



STRATEGIC PLAN SUMMARY 2018-2023

Care

Purpose	We will offer and deliver exceptional Care Services to meet the needs of people who have chest heart and stroke illnesses & their carers.
Priorities	<ul style="list-style-type: none"> • to increase the number of people availing of our services • to continuously improve the quality and impact of our services

Health Promotion

Purpose	We will contribute & collaborate with others to prevent chest, heart and stroke illnesses and avoidable deaths
Priorities	<ul style="list-style-type: none"> • to raise awareness of personal risk factors • to empower people to take action to reduce their risk of illness and

	<p>avoidable death</p> <ul style="list-style-type: none"> • to work with people and communities at high risk on chest heart and stroke illness • to reach out to more young people to develop a healthy start
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Research & Impact

Purpose	To find better ways to prevent, treat and care for people affected by chest heart and stroke illnesses
Priorities	<ul style="list-style-type: none"> • to fund high quality local research that will deliver tangible benefits • to apply learning from research to influence policy and services • Use our research to improve our services and to inform our public policy positions

Policy & Campaigning

Purpose	To put chest, heart and stroke conditions at the heart of Government and Health Service agendas
Priorities	<ul style="list-style-type: none"> • to influence public policy relating to chest, heart and stroke conditions • to achieve greater impact on population level health outcomes • to ensure chest heart and stroke survivors have access to the best treatment and care

People

Purpose	We will strive to be a value-driven high performing team, with a culture of openness and accountability
Priorities	<ul style="list-style-type: none"> • to nurture a culture of strong leadership and continuous improvement • to ensure our people demonstrate our values • to invest in our people • to promote health and wellbeing within the workplace

Income Generation

Purpose	To grow income to support our charitable activities with an ethical and
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	sustainable approach
Priorities	<ul style="list-style-type: none"> • to grow existing income streams • to introduce new and innovative income streams

Corporate Services

Purpose	To ensure efficient and effective support is given to enable delivery of our charitable activities
Priorities	<ul style="list-style-type: none"> • to ensure regular and accurate financial reporting • to ensure robust policies and procedures are in place, complied with and regularly updated • to provide secure, flexible, innovative and responsive IT and physical infrastructure

Marketing & Communications

Purpose	To inform, grow and engage our audience
Priorities	<ul style="list-style-type: none"> • All our messages are engaging and informative • Maximum use of all platforms and channels • Raise the profile and awareness of NI Chest Heart & Stroke • Improve staff and volunteer engagement



The Role

JOB DESCRIPTION

Position:	Head of Communications & Engagement
Reports to:	Chief Executive
Line Reports:	Communications & Marketing Support Officer Communications Co-ordinator (Temp)
Hours:	35 hours per week
Location:	NICHS HQ, Dublin Road, Belfast
Salary:	NJC Point 36 £38, 813

Probationary period: 6 months

1. MAIN PURPOSE OF THE JOB

As Head of Communications & Engagement you will lead the development and delivery of the organisation's Integrated Communications & Engagement Strategy. Working with the charity's Senior Leadership Team, you will be responsible for enhancing the profile of Northern Ireland Chest Heart and Stroke (NICHS) with the public, including our donors and decision-makers and with the media at large; to help achieve our strategic priorities and increase brand awareness both internally and externally.

This post will require excellent leadership and people management skills combined with extensive experience of working in a multi-channel context, whilst balancing strategy and tactical delivery at all levels.

2. POSITION IN ORGANISATION

The post holder will report to the Chief Executive, and will work closely with other directors, colleagues and teams to maximise the engagement and empowerment of people living with, or at risk of chest, heart and stroke conditions.

3. SCOPE OF THE JOB

1. To lead on the development and delivery of an integrated communications & engagement strategy that is aligned to the strategic plan

2. To develop and manage an annual integrated communications & engagement plan in line with priorities and to maximise cost savings and opportunities
3. To champion integrated communications within NICHHS, providing leadership and support to the Strategic Engagement Group and the Engagement Working Group
4. To develop and apply your marketing expertise incorporating digital and social media, developing our strategic focus, use and in-house capacity in this field
5. To pro-actively engage and build strategic relationships with key media contacts and channels to maximise opportunities to grow awareness of our work and raise our profile as sectoral leaders
6. To measure the effectiveness of all corporate marketing and communications activity delivering measurable projects and campaigns on time, within budget and to a consistently high quality
7. To manage the day to day running of the communication function, associated resources and overseeing implementation and monitoring of our communications work

MAIN DUTIES AND KEY RESPONSIBILITIES

1. INTEGRATED COMMUNICATIONS & ENGAGEMENT STRATEGY

- To help develop NICHHSs integrated communications & engagement strategy, overseeing its implementation and monitoring by producing annual operational plans, reports and results
- To develop key performance measures to assess the impact of our strategy, identifying and evaluating specific channels and projects
- To pro-actively grow stakeholder engagement and relations through ongoing stakeholder analysis, development of key messages and use of multi-channels
- To build up the organisation's marketing expertise and successfully integrate social media and digital communications into our strategy
- To develop innovative marketing strategies for promoting and positioning new products to generate income and grow brand awareness
- To develop and support key staff and volunteers to ensure our strategy, brand, associated policies, key messages and tactics are delivered and effectively monitored
- To support internal communications – supporting the management of the Strategic Engagement Group and the Engagement Working Group.

2. MARKETING AND BRAND POSITIONING

- To design, deliver and monitor our marketing campaigns which deliver NICHHS's key messages, USPs and brand collateral to the target channels and stakeholders
- To position and raise NICHHS's profile as a sectoral leader in the related conditions
- To maximise the use of social and digital marketing to maximise success
- To act as brand guardian and ensure that all online and offline communications work together to create a cohesion of messaging across channels
- To encourage and support NICHHS to 'live its brand' through our actions, words and ways of communicating and engaging with our stakeholders, compiling real human stories based on the experiences of people and families we support and represent
- To develop and cascade relevant supporting policies, procedures and resources to manage our marketing approach to ensure high quality and consistency
- To measure the effectiveness of all marketing and communications campaigns against ROI and specific KPIs

3. COMMUNICATIONS

- To deliver all engagement collateral including – publications, newsletters, including digital copy
- To provide excellent writing and editing support for outbound communications
- To balance both the ownership of content and collateral on the website, as well as the optimisation and marketing of the website itself
- To project manage the production of new videos and oversee the development of a photo library for use in online and offline communications, overseeing projects from start to finish in line with a clear strategy and plan
- To identify, introduce and regularly monitor and evaluate specific channels and platforms to help grow and broaden engagement and support
- Identify, relationship manage and steward all key case story ambassadors and celebrity/influential patrons

4. PUBLIC RELATIONS

- To actively build and develop key relationships with existing and new media: press, broadcast and online
- To write press releases and media briefings as appropriate
- To work closely with external PR support to maximise all opportunities to promote and increase awareness of our work (print, broadcast and digital media) and to manage our reputation
- To work closely with public affairs and policy lead(s) to proactively support media and communications work aligned to lobbying priorities
- To keep track and provide regular reports on media coverage and analyse trends for same
- To act as a key representative/ambassador for NICHHS as required

5. ORGANISATION, MANAGEMENT AND BEST PRACTICE

- To ensure your knowledge of the digital marketing industry and best practice communications is kept up to date and relevant by ongoing networking and training
- To manage people (including staff, teams, volunteers and interns), finance and resources for communications
- To measure the effectiveness of all communications and engagement activity against ROI and specific KPIs.
- To ensure that NICHHS policies, procedures and corporate standards are adhered to at all times

This job description is not intended to be either restrictive or definitive. It is important to note that the responsibilities of the post may change to meet the evolving needs of the services that the charity provides.

HEAD OF COMMUNICATIONS AND ENGAGEMENT

PERSONNEL SPECIFICATION

Essential Criteria

Key skills and experience

1. Excellent leadership and people management skills
2. Ability to think creatively and identify and respond to emerging communication trends and techniques
3. Third level qualification or equivalent
4. A minimum of 5 years' experience working in a digital, communications and marketing related capacity
5. Proven experience of brand management
6. Ability to build and maintain external relationships
7. Experience of developing and delivering integrated multi-channel campaigns
8. Proven experience of writing creative copy
9. Analytical, with the ability to quickly learn and communicate
10. Experience of successfully writing, developing and implementing communications and marketing strategies, overseeing monitoring and reporting
11. Strong organisational and project management skills
12. Valid driving licence and vehicle available for business use

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

SUMMARY OF TERMS AND CONDITIONS

Annual Leave: The post-holder will be entitled to 25 days annual leave. This is exclusive of 10 bank and public holidays. The annual leave year runs from 1 April to 31 March.

Pension: Organisation's contributory pension scheme (% employee Contribution will be matched by % employer contribution)

Car Mileage: The post-holder will be reimbursed for any business mileage under the Car Mileage Scheme.

Health Scheme: You will be eligible to join the health scheme provided by the organisation.

Death in Service: You will be eligible to join the death in service scheme provided by the organisation.

References: All offers of employment are subject to two satisfactory written references

All applicants will be required to produce:

Evidence of relevant academic and professional qualifications

Evidence of relevant vehicle documentation

Successful applicants must evidence their right to work in the UK (under the Asylum and Immigration Act). This will be evidenced in the first instance by a passport or other forms of identification that will be outlined if no passport is available.

This job description is not intended to be restrictive or definitive.

It is important to note that the responsibilities of the post may change to meet the requirements of the evolving services that the charity provides.

NICHHS is an Equal Opportunities Employer

What we do for you – Our reward statement

Salary

Employer Pension contributions
(NEST/Company pension scheme)
Access to Financial Adviser
Pay increases linked to NJC – cost of living
Organisation wide training budget
Attendance at external seminars and conferences
Accommodation at events
Business expenses
Car Mileage Scheme
Uniforms
Enhanced paid annual leave
Paid Bank and Public Holidays
Additional celebration days e.g. Royal Wedding, Jubilee
TOIL & Managed Time
Enhanced sick pay
Enhanced Parental Pay (maternity, paternity, adoption pay)
Laptop provision
Mobile phone provision
Bike to Work scheme
Translink TaxSmart scheme
Death in service plan

Comprehensive induction training
Investors in People Silver Accreditation
6 month probation period
Annual Performance Review
121 meetings with line manager
Team Meetings
On the job learning
Learning & development linked to Operational plan
Continuing professional development
Learning & development linked to individual requests
Study leave
Strategy away days
Staff team building away days
Coaching & mentoring
Training certificates
Open culture of communication
Staff empowerment – involvement in decisions and consultations
Policies and procedures
Equality of opportunity

Return to work interviews
Occupational Health service
Access to Independent counselling service 24/7
Access to a free health check
Staff Health and Wellbeing days
Kitchen facilities
Free tea/coffee/milk/water fountains
Flowers/gifts to recognise employees with 10 and 15 years service
Chairman's letter and gift to recognise staff with 20+ years service

Childcare Vouchers Scheme
Compassionate & Bereavement Leave
Early closure at Christmas, Easter and July
Part time work
Compressed Hours
Remote/Home Working
Parental leave
Dependency leave
Job share
Flexible working hours
Domestic distress leave
Reasonable time off to attend appointments
Marriage leave
Incremental increases to annual leave to recognise long serving staff

How to apply

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY

1. Your application pack contains information about NICHHS, the job vacancy and the person required. You should read these carefully.
2. You must complete the application form fully and accurately. If there is insufficient space for your answer, continue on a separate sheet. If typing your application form, the boxes will expand as you type.
3. It is your responsibility to ensure that sufficient information is given on the application form to enable the shortlisting panel to assess your suitability for this post.
4. PLEASE SHOW CLEARLY IN SECTION 4 OF YOUR APPLICATION HOW YOU MEET THE ESSENTIAL AND DESIRABLE CRITERIA OUTLINED IN THE PERSON SPECIFICATION ENCLOSED.

THE SHORTLISTING PANEL WILL REFER TO THIS SECTION **ONLY** WHEN DECIDING WHETHER YOU HAVE PROVIDED SUFFICIENT EVIDENCE TO DEMONSTRATE THAT YOU MEET THE CRITERIA.

Please do not assume that because you have mentioned something in an earlier section of the form, that the panel will accept this as evidence that you meet the criteria. You must clearly describe in Section 4 the example you are relying on to demonstrate your skills and experience. Your application form will not be shortlisted if you do not describe the specific actions **you** took for each example you cite.

5. Mission, Vision and Values of NICHHS

Employees of NICHHS must support its Mission, which is to prevent chest, heart and stroke illnesses in Northern Ireland and care for those affected by them. All staff must be committed to the Vision of the charity, which is a Northern Ireland free from chest, heart and stroke illnesses.

NICHHS expects all staff to 'live' by 4 values, which underpin every aspect of our culture and activities:

Compassionate: We will be selfless and people centred, showing kindness and concern for everyone we come into contact with;

Courageous: We will be brave and challenge the status quo;

Considerate: We will treat others as we would expect to be treated ourselves;

Committed: We will be dedicated to the success of our charity

6. Applications, CV's and attached sheets:

- Applications will only be accepted on the official application form (enclosed)

- Attached CV's will not be considered, either in lieu of the application form or in conjunction with it.
 - Attached sheets will only be considered where they are continuation sheets of a section of the application form where insufficient room was available to include all the necessary details.
7. It is the responsibility of the applicant to ensure an email or signed hard copy of the complete forms, together with the completed Equal Opportunities Monitoring Questionnaire, (please put in a separate envelope marked Monitoring Officer) is returned by Fri 8 January 2021.
 8. Application forms received after this time and date will not be accepted.
 9. Under section 8 of the Asylum and Immigration Act 1996, all successful applicants must provide Documentary evidence of their identity for verification and photocopying.

Completed applications should be returned no later than 12 noon on Friday 8 January 2021

to:

Caoimhe Devlin
Head of HR
NI Chest Heart and Stroke
21 Dublin Road
Belfast
BT2 7HB

Or recruitment@nichs.org.uk