



Events and Marketing Manager

Maternity Cover

Information for Applicants



Contents

Welcome from our CEO

Background Information

The Role

Person Specification

What we do for you

How to apply

Welcome from our CEO

Dear Applicant,

Thank you for your interest in the post of **Events and Marketing Manager (Maternity Cover)** with NICHHS. This is a vital role for the charity, leading in the development, delivery and growth of the charity's events portfolio, significantly increasing income as well as supporter and volunteer engagement year on year from events and challenges.

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 Events and Marketing Manager 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 providing a needs-based support service to people affected by chronic lung conditions

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: Events and Marketing Manager (Maternity Cover)

Reports to: Director of Income Generation

Hours: 35 hours per week

Location: Home-based and HQ Office

Salary: NJC Point 28 £32, 234

Contract: Fixed terms for 12 months (maternity cover)

Probationary period: 6 months

Job Description

The successful post holder will be a highly self-motivated team player, with a proven track record in their field, who will lead in the development, delivery and growth of the charity's events portfolio, significantly increasing income as well as supporter and volunteer engagement year on year from events and challenges.

Main Responsibilities

To grow net income by developing, planning, marketing and managing a comprehensive programme of fundraising events and initiatives. You will be responsible for cultivating and stewarding key supporter relationships. You will work closely with both the Community Fundraising and Corporate Partnerships teams to ensure all events and initiatives are aligned with wider department requirements.

Operational Management

- To help develop and deliver a sustainable and creative events strategy to significantly grow income and support, offering a wide range of events and challenges which also support wider team needs.
- To lead in the development and delivery of the annual HQ mass participation and virtual events. This includes;
 - Planning and organising the logistics of the event, the 2022 event will be a hybrid event offering both a physical and virtual option
 - Developing a robust and engaging marketing plan to recruit 300+ participants. This includes leading on the campaign design, roll out and

- activation across all channels. Also developing a local and national PR strategy and digital campaign to compliment.
 - Stewarding participants both pre and post event this involves the use of CMS systems and regularly monitoring income to ensure target is reached
- To research and piggyback a wide range of Northern Ireland wide third-party events and challenge opportunities, with specific focus on the Belfast City Marathon events as key income generating opportunities. This includes;
 - Ensuring the website is kept up to date with third party challenges and developing creative assets and marketing plans around each
 - Managing the recruitment and stewardship of participants pre and post event, to maintain relationships and build our event supporter database
 - Working across the team to secure as many places as possible through both corporate and community audiences
 - Keeping abreast of partnership/benefitting charity opportunities and securing charity places
- To develop, manage and launch our 75th Anniversary International Trek as another income generation tool. This includes;
 - Developing a robust and engaging marketing plan to recruit the minimum participants. Leading on the campaign design, roll out and activation across all channels. Also developing a local and national PR strategy and digital campaign to compliment.
 - Planning and hosting an information session for interested participants to secure sign ups
 - Closely stewarding participants on the start of this event journey to create bespoke fundraising action plans to ensure minimum targets are reached
- To work closely with the Community and Corporate teams to deliver a portfolio of events, fundraising activities and products to support their requirements. Leading in the logistics, coordination, volunteer recruitment and delivery. This includes initiatives such as Challenge335, Skip to the Beat and In Memory fundraisers.
- To manage donor journeys and cultivation plans to maximise income and ensure long term engagement and support. This includes managing key partners, monitoring our private supporter Facebook group and growing our eventers database substantially across NI.
- To research, pilot and develop new creative fundraising challenges and events, including virtual opportunities such as virtual gaming and trek options.

- Supporting 75th Anniversary plans, leading on special events and challenges.
- Manage our lead Christmas event, the Santa Abseil. This includes implementing a promotional plan and working alongside corporate and community teams to secure places and maximise income generated. You will be responsible for organising and stewarding from start to finish.
- Responsible for leading on the digital fundraising strategy for the year ahead to maximise digital income, this includes;
 - Working closely with the communications team and directly with our digital agency to implement our digital fundraising calendar
 - Monitoring, reviewing and reporting regularly across the fundraising team
 - Keeping up to date with other charity campaigns for insight and tips to improve our campaigns

Communications and Marketing

- To work closely with the Communications team, develop and implement a timely and effective supporting marketing, engagement and PR plan for each event to maximise participation across a variety of cost effective channels.
- To work closely with the Communications team to develop appropriate, high quality marketing materials for on-line and off-line activity and implement a robust and pro-active distribution plan.
- To keep abreast of changes within the sector and our audiences to keep the programme of events and activities attractive and engaging.
- Develop supporting event and challenge creative assets and bespoke fundraising packs for each HQ led event as well as for third party challenges (e.g. zip lines, abseils) for wider team to promote at regional and corporate level
- To devise and implement effective marketing techniques and tools to maximise engagement, support and income from events fundraising.
- To regularly review and update the events page on our website, ensuring information is accurate at all times. This includes updating our digital events calendar regularly to share with supporters online and offline and with staff across the organisation.
- To work closely with the communications team to deliver the digital fundraising strategy for the year. This includes working with each area of the fundraising team to ensure maximum ROI from digital campaigns.

Financial Management

- To manage the events budget and ensure effective reporting of income, expenditure and supporter trends for all events fundraising activity.

- To achieve or exceed targets by managing the resources within the agreed budget and ensuring value for money.
- To ensure effective use of the Raisers Edge database in monitoring income and reporting on each event and activity.

Other Duties

- To ensure compliance with all relevant fundraising policies and legislation relating to events and challenges.
- To be prepared to attend meetings and events across Northern Ireland, sometimes during evenings or weekends.
- To be prepared to undertake specific project work as assigned by the Director of Engagement and Income Generation and, from time to time, the Senior Management Team that contribute to the overall aims of the charity.

Person Specification

Criteria	Essential / Desirable
A minimum of 3 years in an event management, fundraising OR similar role where you have demonstrated the ability to deliver and achieve growth targets OR generate income	Essential
Proven relevant experience of marketing: including PR, advertising, design and production of promotional materials_and using email marketing systems	Essential
Proven experience of project management from planning and initiation to successful completion	Essential
Proven relevant experience of using effective interpersonal skills to develop successful client / supporter relationships as well as excellent internal team relationships	Essential
Proven experience of budget management	Essential
Excellent prioritisation and organisational skills to meet tight deadlines	Essential
Proven communication skills to include confidence in public speaking as well as written communications	Essential
Valid UK driving licence and the use of a car	Essential
Proven experience in all Microsoft Office Packages	Essential
A minimum of 2 years' demonstrable experience of event management and marketing in a charity	Desirable
Third level qualification with a focus on Marketing or Event Management	Desirable
Proven experience in using a fundraising Database like Raisers Edge to manage relationships, plan activities and record income and expenditure	Desirable
Understanding of digital marketing including Google Analytics, PPC and Social media advertising	Desirable
Experience in CMS systems such as WordPress or Craft	Desirable

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 Tues 1 June 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 Tues 1 June 2021.

to:

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

Or recruitment@nichs.org.uk