



Job Description

Post: Communications Co-ordinator

Reporting to: Head of Business Solutions

Location: Mallusk and hybrid working

Hours: 28 hours per week

Duration: Permanent subject to funding (currently annually)

Salary: Equivalent to NJC Scale 6 £27,344 - £29,439

Benefits: Flexible/Hybrid working. Training/CPD opportunities available. 5% contributory pension scheme and access to Westfield Health Care. Homeless Connect also offers 25 days annual leave in addition to recognising 12 public/bank holidays.

Job Purpose

To co-ordinate the planning and implementation of Homeless Connect communications activities, raise the profile of our work and position us as the leading voice on homelessness in Northern Ireland.

Key tasks and responsibilities

1.0 Marketing communications

- 1.1 Plan and deliver our communications activities including the development of key messages, creative assets, and dissemination on appropriate channels.
- 1.2 Engage with all internal projects/departments to ensure smooth and effective cross organisation planning and delivery of communications activities.
- 1.3 Create a variety of content for different mediums (print, website, and social media) for information and promotional purposes including job adverts, info graphics, impact reports etc.
- 1.4 Co-ordinate website management including uploading of content, proof-reading, and keeping up to date with industry best practices.
- 1.5 Produce simple graphics and videos to required formats on platforms such as Canva.
- 1.6 Carry out evaluation and reporting of communications and marketing activities on a regular basis.

2.0 Press and media

- 2.1 Co-ordinate media communications including drafting press releases for approval by management.
- 2.2 Be the main point of contact for all media enquiries and process in line with company policy and procedures.
- 2.3 Write briefs for media spokespersons.
- 2.4 Lead and support crisis communications processes including advice on mitigating and managing risk.

3.0 Branding, print and design

- 3.1 Working with Business Solutions and be the brand champion, ensuring brand guidelines are followed across the organisation.
- 3.2 Working with Business Solutions and other teams, oversee all design requirements and liaise with external suppliers such as printers, website agencies and graphic designers.

4.0 Event management

- 4.1 Oversee the planning and delivery of organisational events, such as conferences and report launches etc, working closely with teams across the organisation.
- 4.2 Oversee the co-ordination and promotion of Homelessness Awareness Week, working closely with colleagues in the Policy and Practice team.
- 4.3 Liaise and co-ordinate work with external PR agencies as required.
- 4.4 Working with Business Solutions team, liaise with corporate sponsors as required.

5.0 General

- 5.1 Carryout duties in line with the organisation's policy on equality and diversity.
- 5.2 Contribute to a positive, supportive, and effective team working environment.
- 5.3 Actively participate in supervision, appraisals, work planning and training as required.
- 5.4 Undertake any other relevant duties as identified by the Line Manager/CEO. The duties of the post will be subject to review in accordance with the needs of the organisation.

Person specification

Essential criteria

Essential experience

1. At least 1 years' experience of working in a busy communications, public relations or marketing role.
2. Evidence of excellent verbal and written communication skills with attention to detail and ability to proofread effectively, e.g., press releases, report writing, or website content.
3. Experience of managing social media accounts for business use and creation of compelling social media content.
4. Experience in organising events, including conferences

Essential skills

1. Evidence of ability to work as part of a team.
2. Experience of creating engaging website content, e.g., blogs and/or infographics.
3. Experience of using Canva or similar design software.
4. Experience of MS Office packages (Word, Excel, PowerPoint, and Outlook)

Essential requirements

1. Flexibility for occasional out of hours work.

Essential qualities

1. An understanding of and enthusiasm for the Homeless Connect mission and strategy.
2. A commitment to equal opportunities and safeguarding.
3. A commitment to continuing personal development.
4. Flexible, non-judgemental collaborative approach to people and work

Desirable criteria

1. 2 or more years' experience of working in a busy communications, public relations or marketing role.
2. A third level or equivalent qualification in public relations, marketing or other relevant discipline.
3. Experience in organising online events.
4. Full UK driving licence and access to a car.¹

¹Consideration will be given to alternative travelling proposals in respect of applicants with a disability who cannot hold a licence.