



INTERNAL JOB VACANCIES

21st October 2019

Contents

.....	2
Working for Guide Dogs.....	2
Available roles	3
Job Description: Marketing and Communications Manager NI	5



Working for Guide Dogs

If you want to work for an organisation that makes a real difference to the lives of people who are blind or partially sighted, Guide Dogs may have a great opportunity for you. We have more than 1,000 staff working across the UK in a wide range of roles, all motivated by knowing that, whatever their job, they are playing their part in helping our clients get around independently and safely.

We welcome applications from all sections of the community and we actively encourage diversity. The skills and abilities that we are looking for are as diverse as the range of jobs we have to offer. We are committed to fostering talent and supporting the development of our current staff and registered volunteers.

Please note, all vacancies close at midnight on the date specified. If you would like more information for any of the vacancies below, please call our Volunteering Office on 0345 143 0191. CVs will not be accepted.

Please continue to the next page for details of current vacancies.

Available roles

Role	Location	Closing date	
First Line Service Desk Technician	Central Office	27/10/2019	External
Single Gifts Campaigns Officer	Central Office	21/10/2019	External
E Commerce Executive	Central Office	22/10/2019	External
Dog Care & Welfare Technician	Welwyn Garden City	22/10/2019	External
Community Fundraising Campaigns Manager	National	27/10/2019	External
Volunteer Coordinator (Boarder)	Leamington	27/10/2019	External
Reception Coordinator	National Breeding Centre	23/10/2019	External
Qualified Habilitation Specialist	North West	13/11/2019	External
Chief Data Officer	Central Office	30/10/2019	External
Access Assistant	Leamington	21/10/2019	External
Puppy Training Supervisor	Glasgow	29/10/2019	External
Habilitation Specialist	Newcastle	24/10/2019	External
Volunteering Coordinator	Welwyn Garden City	31/10/2019	External
Office Supervisor	Reading	03/11/2019	External
Marketing and Communications Manager NI	Belfast	27/10/2019	Internal
HR Coordinator	Central Office	03/11/2019	External

[For further details \(including how to apply\) for all external vacancies, please see our jobs board by clicking anywhere on this sentence.](#)

Thank you for your interest in working with Guide Dogs.

Please see below for the job description and person specification for each of the internal roles listed above.

The contents table at the top of this document will tell you the page number for each role.

Job Description: Marketing and Communications Manager NI

Vacancy Marketing and Communications Manager NI
Salary GBP £27,472 to £29,091 per annum
Job Type Grade 4
Category Permanent- Full Time
Closing Date 27/10/2019
Date Posted 18/10/2019
Reference 0000034332
Location Belfast
Region Northern Ireland

General Information

Job Title:
Country Marketing and Communications Manager (NI, Wales and Scotland)
Team:
Country Team
Department:
Policy and Engagement
Directorate:
Operations
Job Location:
Office based with a regional remit
Reports To:
Policy, Campaigns and Engagement Manager (NI, Wales and Scotland)

Number of Direct Reports:
None
Number of Volunteer Reports:
May have responsibility for up to 10 volunteers e.g. volunteer communication champions
Budgetary Responsibility in Pounds:
Up to £10K
Financial Targets:
None
Matrix Reporting Lines To:
Marketing Digital and Inclusion
Level of Disclosure Check Required and Related Workforce:
None

Overall Purpose

Drive the awareness and saliency of the Guide Dogs brand in the country by leading the development and activation of central, regional and local integrated communications & digital plans. Communicate the strategy and work of Guide Dogs, engaging key audiences both externally and internally (including service users, volunteers, staff, and supporters) to strengthen the brand.

Key Accountabilities of the Role

	Key Accountability
1	Brand – Drive the awareness and saliency of the Guide Dogs brand in the country by bringing to life the brand positioning through all customer experience touchpoints.

	<p>Champion the new brand identity in the region, leading the implementation across all touchpoints.</p> <p>Lead the regional activation of the bi-annual brand campaign, working closely with the central brand, comms and digital teams.</p>
2	<p>Communications & Digital – Lead the development, activation and review of central, regional and local integrated communications & digital plans in the country. This should include print and broadcast media, social media, publications, advertising, events, direct marketing and internal communications as appropriate, ensuring objectives are set and measured. Create and edit key regional publications and digital content, as and when required. Source, create and share local case studies. Manage and monitor social media content and platforms (includes out of hours support)</p> <p><i>Wales specific; lead on Welsh language policy and practice across Guide Dogs, providing advice and guidance to all staff and key stakeholders.</i></p>
3	<p>Services and volunteering marketing - Lead the development, activation and review of marketing strategies and plans with Head of Country to help delivery of country targets. Generate country-based stories and articles for corporate publications</p>
4	<p>Media relations - Build strong and on-going relationships with journalists through proactive and reactive media relations, including dealing with issues and crises that are a risk to the organisation's reputation. Develop and maintain a network of communications champions in the country</p>
5	<p>Spokesperson - Be a key spokesperson on behalf of Guide Dogs for country media and where appropriate nationally</p>
6	<p>Advice and training - Provide both strategic and tactical advice on communications activities and issues for staff and volunteers within the country. Provide media training and develop communication skills to staff and volunteers within your area and ensure they are adequately briefed for media interviews.</p>
7	<p>Quality- Work across departments and functions both at Central Office and within your country, to ensure that Guide Dogs online and print communication channels are up-to-date and reflects country content and context.</p>

8	Learning - Guide Dogs is a learning organisation and we are committed to fostering a positive climate for continuous learning. We expect all our people to demonstrate commitment and actively participate in continuous professional development (CPD).
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All employees will be expected to comply with Guide Dogs' terms and conditions, rules, policies, procedures, codes of conduct, quality standards, authorisation processes, risk management policies etc. and relevant external regulations.

Values and Behaviours

Guide Dogs places great emphasis on **how** people get the job done. For example, we need people who are passionate about helping to support blind and partially sighted people to be mobile. Staff are expected to achieve these standards to fully meet the expectations of their role.

1. Open
2. Passionate
3. Innovative

Competencies

Staff Members

1. Supports their team and colleagues
2. Works well with others across Guide Dogs
3. Is committed to quality and service
4. Understands how Guide Dogs operates and follows agreed procedures
5. Delivers their objectives and core activities as required
6. Takes responsibility for their own performance and development

Person Specification

Factor	Essential	Desirable
Values and behaviours	See Values and Behaviours section above.	
Job specific skills	Excellent written and communication skills, being able to adapt style to a number of different channels or audiences. Excellent digital communication and marketing skills. Able to give authoritative verbal advice and information on marketing and communications. Excellent organisational skills, working under pressure and to deadlines. <i>Welsh specific; fluent in Welsh and able to produce / review written text.</i>	
Previous relevant experience	Creation and implementation of communications and digital campaigns and projects to meet business objectives, with experience of targeting different audiences through media channels.	Previous brand management experience Previous experience of being a key spokesperson for a large organisation, both with the media and with other organisations.
Knowledge	Up-to-date with best practice and innovation in brand marketing, communications and digital Strong digital skills including a good knowledge of Microsoft Office packages, in particular Word and PowerPoint.	Experience of working in the third sector.

	<i>Welsh specific; detailed knowledge of Welsh language and Equalities legislation including the Welsh Language (Wales) Measure 2011 and Equality Act 2010</i>	
Qualifications / Training	A degree or an equivalent level qualification	N/A
Special requirements (such as travel /overnight stays)	Some travel in the area.	N/A
Dog friendly	Comfortable with dogs in the workplace/ office.	
Eligibility to work in UK	Proof of identity and eligibility to work in the UK	
Volunteering	Guide Dogs is a volunteer led organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct management of volunteers but will require all staff to play a supporting role.	From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours.
Safeguarding	Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.	

The post holder is required to carry out other such duties as may reasonably be required, commensurate with the grade of this post. All

employees will be expected to excel in being customer centric, demonstrate advocacy for Guide Dogs at all times and be a fundraiser.

This job profile is accurate as at the date shown below. In consultation with the post holder it is liable to variation by management to reflect or anticipate changes in or to the role.

GRADE OF POST: 4

DATE OF EVALUATION:

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