# Hosting Proforma

Name of Host

The National Lottery Community Fund

Organisation

**1. Interchange Manager’s details**

Amanda Doherty

Name:

Communications

Organisation/

Department

1 Cromac Quay

Cromac Wood

Ormeau Road

BT7 2JD

Address:

Telephone: Fax:

07760 171434

N/A

amanda.doherty@tnlcommunityfund.org.uk

E-mail:

Type of

Communications and Engagement Manager

Opportunity:

**2. Details of hosting opportunity**

Description of opportunity:

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| We are looking for a Communications and Engagement Manager to join our Belfast Communications team to help us highlight fantastic stories from the organisations we support to a range of stakeholders and the media.  The Communications and Engagement Manager will support the delivery of our communications strategy. S/he will be an experienced communications professional who is passionate about the difference local people can make in improving their community.  They will play a key role in ensuring the delivery of high-quality communications, with a particular emphasis on media handling.  The National Lottery Community Fund is the largest community funder outside Government and we’re proud to award money raised by National Lottery players to communities across the UK.  Nine in ten of our grants awarded in Northern Ireland are for £10,000 or under, going to grassroots groups and charities. We’re proud of the fact that organisations right across Northern Ireland get support for a wide range of activities.  All of our funding has the same purpose - to help people and communities to thrive. Whether it is £300 or £500,000, people use our funding to bring communities together to make good things happen. |

Main objectives of the opportunity:

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| The Communications and Engagement Manager will support the Head of Communications in delivering the Fund’s UK-wide strategic communications objectives and the Northern Ireland communications strategy. The jobholder will promote the work of the National Lottery Community Fund in NI and manage a number of staff within the team.  The successful candidate will manage the Northern Ireland Directorate’s press and stakeholder activity, raising the profile of the National Lottery Community Fund and developing strategic relationships with NI media, the Community and Voluntary sector, the public and other key stakeholders.    They will also work closely with our grant holders in the Community and Voluntary sector to support them in raising awareness of the life-changing impact of National Lottery funding.  He / she is expected to:   * manage media engagement activity to show the impact of our funding and promote our key messages to the public. This includes maintaining effective relationships with journalists, writing and editing stories and other content for media and pitching. * lead on developing handling plans and responses to media queries including dealing directly with journalists.      * manage and deliver communications support to our grant holders including media and storytelling training. * manage contracts and brief external suppliers including a media monitoring contract, photographers and film makers. * project manage key external relations work including the People’s Projects, a campaign in partnership with ITV and the Daily Mirror in Northern Ireland. * support digital, internal communications and public affairs work including responses and briefings. * write speeches and briefings for senior staff and committee members. * line manage a press officer and communications assistant and provide management support to other team members including a public affairs officer.   This list is not exhaustive but gives a good indication of the main duties required. The emphasis on specific duties will vary over time according to business needs and as directed by Line Management. |

**3. Skills requirements**

What qualities, skills and experience are required from the individual:

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| * Experience of developing and delivering communications strategies focusing on media and stakeholder targets * A strong working knowledge of the media and handling media queries; * Excellent written and verbal communication skills; * An ability to work within a team and on their own initiative; * An ability to work to tight deadlines with accuracy; * Strong organisational and planning skills. * Experience of using digital and social channels to engage audiences * Experience of handling sensitive issues with media and other external stakeholder audiences * Experience of managing and developing people |

**4. Personnel: Please state below**

Who will the individual report to?

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| Amanda Doherty, Head of Communications and Engagement |

Who will be the individual’s line manager and/or reporting officer?

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| As above |

**5. Transfer of learning**

Please give details of how the Opportunity will benefit your organisation, the individual and their organisation.

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| **Benefits to Individual**  The successful candidate will have the opportunity to work proactively with a wide range of external stakeholders to promote the difference that National Lottery funding makes to people and communities. S/he will also work with senior colleagues across the organisation UK-wide to build relationships and maximise the impact of Fund-wide strategic communications activity.  They will gain valuable experience of developing and delivering on strategic communications activity, in particular leading on Northern Ireland activity around the 25th birthday of the National Lottery in November. They will also gain important skills in internal communications, digital communications and stakeholder engagement.  **Benefits to the National Lottery Community Fund**  The Fund will benefit from the experience and fresh perspective that the post holder will bring from their parent organisation, developing and integrating new working procedures where appropriate and sharing best practice from their experience in public sector strategic communications and managing reputational risk.  **Benefits to Parent Organisation**  The successful candidate will gain excellent experience of proactive strategic communications management, including working on a high-profile campaign to mark the National Lottery’s 25th birthday. The post-holder will be able to consolidate practical and transferable skills in a different context, including media handling and content creation and delivery. |

**6.** **Logistics**

Please provide details of the likely start date, duration, location, form of transport required, resources (i.e. desk, PC, etc) and funding arrangements for the opportunity.

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| Start Date: September 1st or as soon after this date  **Duration**: Six months initially with potential to extend to 12 months  **Location**: The post holder will be based at the National Lottery Community Fund, 1 Cromac Quay, Cromac Wood Belfast  **Salary:** The Fund will meetsalary costs for this post within the range £31,338 to £35,000. (NICS Staff Officers will move at their current salary)  **Further information**:  For further information about the post, please contact Amanda Doherty on:  07760 171434 or by email at [amanda.doherty@tnlcommunityfund.org.uk](mailto:amanda.doherty@tnlcommunityfund.org.uk)    **Closing Date:** Applications must be submitted by 5.00pm on Friday 23rd August to**:**  **For NI Civil Service departmental staff only:** [**secondments@hrconnect.nigov.net**](mailto:secondments@hrconnect.nigov.net)  **For staff from all other Partner organisations:** [**interchangesecretariat@finance-ni.gov.uk**](mailto:interchangesecretariat@finance-ni.gov.uk) |

**7. Endorsement**

**Interchange Manager:**

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| A. Doherty |

**Signed:**

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| 31 July 2019 |

**Date:**