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| Job Title: | Digital Communications Officer |
| Reporting to: | Administration Manager |
| Hours of work: | 35 hours per week. The nature of the job means a degree of flexibility is required as the role will involve unsocial hours including evenings and weekends. |
| Salary Scale: | £19k-£22k |
| Duration: | Permanent (3 Year post subject to funding) |

PURPOSE OF THE JOB: To work as part of the Ulster Camogie Council in delivering and developing online content, both written and filmed. You will be at the heart of telling the Camogie story, through a range of digital channels from the education and grassroots focused work of Ulster Camogie, enhancing the profile of Camogie in Ulster as well as amplifying the messages of our partners and sponsors. You're a communications all-rounder, full of ideas who will hit the ground running by being ready to shoot, produce and edit video, write engaging website content, and feel right at home on social media.

MAIN DUTIES AND RESPONSIBILITIES:

- 1.** Deliver and develop engaging content.
- 2.** Produce compelling written and filmed content to deliver efficient and effective communication of projects and activities across Ulster.
- 3.** Liaising with media outlets, locally and nationally, to place stories.
- 4.** Create and manage visually engaging digital content for multiple platforms including Facebook, Twitter, Instagram, LinkedIn and websites using a variety of different tools such as Adobe Photoshop, Adobe Premiere Pro (or Final Cut), Wordpress, Umbraco and Canva.
- 5.** Support in developing communication strategies and campaigns.
- 6.** Day-to-day management of all digital media channels, planning and scheduling impactful and engaging content, designed to drive audience growth.
- 7.** Produce and upload stories onto the Ulster Camogie Website using Wordpress.
- 8.** Research, write and/or produce multimedia content ensuring it appeals to key target audiences and maximises user experience on UC digital platforms.
- 9.** Optimise video and multi-media content for Search Engine Optimisation (SEO), appropriate tagging and distribution to maximise the size of our target audience.
- 10.** Help manage third party video production agencies engaged to produce content as required.
- 11.** Export edits in appropriate formats for web use.

12. Measure performance of website and social traffic/activity, using google analytics for reporting in accordance with key performance indicators (KPIs).

13. Champion appropriate alternative content and tools that increase engagement and provide a unique user experience.

14. Proactively participate in training and development opportunities, staff performance appraisals and reviews as required.

15. Adhere to and actively support at all times all company policies, procedures, processes and working practices, including adhering to best practice.

16. Any other duties as may be reasonably requested from time to time. This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in light of the changing needs of the Association.

Personal Specification:

| Criteria | Essential | Desirable |
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| 1. Education & qualification | 1.1 Educated to degree level in the relevant subject OR significant relevant experience; this means two to three years' experience or more and directly related to the duties and responsibilities of the job. | 1.2 Hold a relevant degree in journalism, multi-media or graphic design or related field. 1.3 Hold a diploma in Digital Marketing. |
| 2. Experience | 2.1 A minimum of one year's proven experience in the planning, design and delivery of communications and public relations campaigns. | 2.2 Three years' experience in related activity. 2.3 Experience in the sports sector. |
| 3. Skills, knowledge & competencies | 3.1 Knowledge, skills, and experience in using current multi-media content design and management and analytic software, including social media and website content management systems. 3.2 Ability to develop communications plans and actions in support of communications and public relations. 3.3 Self-shoot interviews and features which bring to life our sport and its partners ensuring that it drives engagement with our target audiences. 3.4 Shoot and/or edit highlights packages, promotional trailers and features, creative montages, and | 3.11 Knowledge of the Camogie Association |

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| | <p>marketing related content for a range of digital platforms.</p> <p>3.5 Develop a style and standard of video production that ensures all content is filmed correctly with consistency of lighting, audio, styling, and presentation.</p> <p>3.6 Ability to write clean, engaging, and accurate content to promote and strengthen key messages.</p> <p>3.7 Excellent written, verbal, and visual communication skills.</p> <p>3.8 Creative and innovative thinking and a high level of attention to detail.</p> <p>3.9 Ability to use initiative and work effectively as an individual as well as part of a team.</p> <p>3.10 Ability to manage multiple projects in a fast-paced, results focused, and deadline driven environment</p> | |
| 4. Personal disposition | 4.1 Ability to work unsociable hours including evenings and weekends. | |
| 5. Other requirements (5.3-5.4 are post job offer) | <p>5.1 Proof of eligibility to work in the UK.</p> <p>5.2 Completion of a medical questionnaire demonstrating the ability to fulfil the Occupational Health requirements for the post and flag any reasonable adjustment required.</p> <p>5.3 Two satisfactory employment references, one of whom should ideally be the current/most recent employer.</p> | 5.4 Have a clean driving licence and access to a car for business use. |
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ADDITIONAL INFORMATION:

Closing date: The closing date for the receipt of completed application is 4pm on 16th Sept 2022. Applications received after the closing date and time will not be considered.

Shortlisting: Only those applications which clearly demonstrate the requirements set out in the personnel specification will be shortlisted. Please note that the Association reserves the right to implement all or some of the desirable criteria in addition to the essential criteria for shortlisting purposes.

Offer of employment: Please note any offer of employment is subject to the receipt of two satisfactory employment references, proof of eligibility to work in the UK and proof of any required qualifications.

Reserve list: A reserve list of suitable candidates may be maintained for the purpose of any similar vacancies (temporary or permanent) that may arise within twelve months of the completion of the recruitment exercise.

Interviews: It is anticipated that interviews will be held in September 2022.