

Belfast Hills Partnership Information

HILLS MARKETING OFFICER

Expected Date for Interview

4th May 2022

Guidance Notes on Completing the Application Form

Thank you for requesting an application pack for a job opportunity with Belfast Hills Partnership.

In order to ensure that your application is considered you must complete the application form in this pack and return by hard copy or e-mail not later than **10am on Tue 26th April**.

Candidates will be selected for interviews only on the basis of the information supplied on this form. It is in your best interest to follow all instructions and complete all necessary sections in a clear and concise manner.

All applications must be completed in **BLACK** ink / typescript and **ALL** boxes / questions must be completed. Failure to do so may result in your application not being considered.

You have been supplied with a job description, which sets out the essential and desirable criteria for this job.

When completing this form you are requested to study the criteria and you should **CLEARLY** indicate when your experience or qualifications are relevant to the job specification. If you find that you cannot include all relevant information in the spaces provided you may continue on additional sheets but please ensure these are referred to and securely attached.

If you do not have the qualifications requested but do have an equivalent you must include details of this. The panel may not assume you have the qualifications or experience required.

The Belfast Hills Partnership reserves the right to hold a reserve list, for a period of approximately 12 months, from this recruitment to fill similar roles which may arise.

Please do not include a CV.

**Belfast Hills Partnership
9 Social Economy Village
BELFAST, BT17 0XS
Tel: 028 90603466
Email: info@belfasthills.org
Web: www.belfasthills.org**

We do our best to let all candidates know the outcome of their application, however if we have a high number of applications we will only contact those who are being invited to interview.

Background Information

The Belfast Hills Partnership (BHP) was set up in 2004 by a range of statutory bodies, interest groups and community representatives concerned about the range of issues facing the Belfast Hills.

The Belfast Hills Partnership operates as an independent not-for-profit company limited by guarantee and has charitable trust status. It has an operational area which covers the uplands to the west and north of Belfast, running from Boomer's Hill and Slievenacloy in the south to Cave Hill and Carnmoney Hill in the north.

Its programmes and projects cover a wide range of activities covering biodiversity, planning and development, access, heritage and landscape, with related work such as field work and surveys, website development, events and managing volunteers.

The heritage of the Belfast Hills encompasses a broad range of built and natural heritage including landscape and archaeology, habitat creation and improvement. We want to increase participation of local communities in connecting with, celebrating and protecting their local heritage in the Belfast Hills.

A range of other general information on the work of the Belfast Hills Partnership is available from our website www.belfasthills.org.

JOB DESCRIPTION

JOB TITLE: BELFAST HILLS MARKETING OFFICER

RESPONSIBLE TO: SCHEME MANAGER

LOCATION: SOCIAL ECONOMY VILLAGE, HANNAHSTOWN, BELFAST

The Belfast Hills Partnership (BHP) is seeking to employ a Belfast Hills Marketing Officer to promote the rich heritage of the Belfast Hills area and connect people to this heritage and its associated benefits.

MAIN TASK:

To be responsible for the promotion and marketing of the broad range of heritage projects, events, services and resources in the Belfast Hills provided by Belfast Hills Partnership and its partner organisations. The heritage of the Belfast Hills encompasses a broad range of built and natural heritage including landscape and archaeology, habitat creation and improvement. We want to increase the participation of local communities in connecting with, celebrating and protecting their local heritage in the Belfast Hills.

SPECIFIC TASKS:

1. To set up marketing and communications plans, media and systems to promote BHP and BHP partner heritage projects and play a major role in executing these plans.
2. To provide content for associated media and press output.
3. To develop and deliver social media campaigns. Monitor and analyse content and social post performance.
4. To promote events, training and other forms of participation in BHP heritage projects, such as volunteering, surveying and heritage research.
5. To promote Belfast Hills heritage as a key element of the visitor experience on our public sites
6. To ensure heritage is a key element of Belfast Hills and public site post-Covid19 Recovery Plans
7. To assist in the development of new heritage services, projects and innovative interpretation and delivery of information.
8. To build on current links with local heritage interest groups and individuals towards their involvement with projects and their co-design.
9. To encourage and support economic opportunities for heritage tourism and other services.
10. To work with and support other BHP staff to improve promotion and marketing of Belfast Hills heritage as part of the team.
11. To liaise with other similar organisations to ensure best practice and share lessons for success.

QUALITIES REQUIRED

The Belfast Hills Partnership is seeking to employ an enthusiastic, self-motivated, results driven, professional individual who will form part of our dynamic team. This individual needs to be able to build positive relationships while being creative and able to adapt to changes.

ESSENTIAL CRITERIA:

1. A third level qualification in one or more of the following: Marketing, Communications or other related subjects
2. Job or placement experience in promotion and marketing.
3. Good communication skills including a broad range of experience in use of social media.
4. Must be proficient in Microsoft Programmes, Social Media Channels and creating engaging content via canva, photoshop or similar programmes.
5. The ability to work evenings, weekends as required.
6. A minimum of 5 GCSE passes or equivalent including English and Maths.

DESIRABLE CRITERIA:

1. Experience writing marketing or promotion plans.
2. Job or placement experience in promotion and marketing of heritage.
3. A flexible approach and outlook and an ability to bring fresh, imaginative ideas to the job.
4. Experience of creating short films, posters and other promotional materials
5. Knowledge of local heritage and/or uplands.

TERMS AND CONDITIONS:

Length of Contract: 3 years subject to achieving targets, extension anticipated (dependent on funding)

Salary: £23,000

Hours: 35

Holidays: 25 days + 12 statutory days

Probationary Period: 6 months

Notice: 2 months

This post is part of a Covid Recovery Programme which is funded by the Department for Communities and administered by the Heritage Fund in Northern Ireland.

**PRIVATE AND CONFIDENTIAL
APPLICATION FORM**



Job No: Ref 22/02 **Application Number:**

For the post of: **Belfast Hills Marketing Officer**

- *The completed Application Form must be returned by hard copy or email not later than 10am on Tue 26th April.*
- **Applications received by the Partnership after this date and time will not be accepted, nor will faxed applications and/or Curriculum Vitae.**
- *Emailed copies must be addressed to lizzy.pinkerton@belfasthills.org. We will try to acknowledge receipt as soon as possible.*
- *Hard Copy applications must be returned in an envelope clearly marked PRIVATE AND CONFIDENTIAL and addressed to: **The Partnership Manager, Belfast Hills Partnership, 9 Social Economy Village, BELFAST BT17 0XS.***

Personal Details – N.B. this page will not be available to shortlisting panel

Title: Surname:

Forename(s):

Home address:

Post Code: Telephone No:.....

Mobile:..... Email address :.....

National Insurance Number:

Do you require a work permit to work in the UK? YES NO

Do you consider yourself to have a disability? **Yes** **No** *(please tick as appropriate)*

If **yes**, is there anything we need to know about your disability in order to offer you a fair selection interview, e.g. car parking facilities, access facilities?

COMPLETE ALL SECTIONS Job No: Ref 22/02 **Application Number:**

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Qualifications

Date (month & year)	Examining Body	Type & Level	Subject	Grade

(Please use additional sheets if necessary)

Further/Higher Education

If you have attended university, polytechnic or college, please give:

Name of establishment	Qualification (Subject & Level)	Dates of study		Date Obtained
		From	To	

Please give details of any other professional qualifications or relevant training

Title of qualification or training	Examining Body	Date obtained

Present Post

Please give the following details if you are currently employed

Name & Address of Current Employer	Job Title & Hours per week	Brief List of Main Duties

Current Salary..... Date Appointed..... Period of Notice.....

Previous Posts & Experience

Beginning with the most recent post, please list your previous posts.

Name & Address of Employer	Job Title & Hours per week	Duties (briefly) and Reason for Leaving	Dates (Month & Year)	
			From	To

(Please continue on additional sheets if necessary)

Supporting Information

• We shortlist only on the information which you provide in this application form. You have provided information on your qualifications and employment. You are invited to make a statement in the sections below showing specific evidence as to how you meet the other essential criteria outlined in the Job Description. Please state exact duration of any experience and nature e.g. full-time, part-time, volunteer. (Please continue on additional sheets, if necessary).

1. Relevant experience in promotion and marketing (outlining what you were promoting/marketing and how).

2. Good communication skills including a broad range of experience in use of social media.

3. Proficient in Microsoft Programmes, Social Media Channels and creating engaging content via canva, photoshop or similar programmes.

4. The ability to work evenings, weekends as required.

COMPLETE ALL SECTIONS Job No: Ref 22/02 Application Number:

Please make a statement in the sections below showing specifically how you meet the desirable criteria outlined in the Job Description. (Please continue on additional sheets, if necessary).

1. Previous experience of writing marketing or promotion plans.

2. A flexible approach and outlook and an ability to bring fresh, imaginative ideas to the job.

3. Experience of creating short films, posters and other promotional materials

4. Knowledge of local heritage and/or uplands.

Please Indicate how you became aware of this vacancy.....

Referees

Applicants are required to supply names of 2 suitable referees from current and/or previous employment. Both referees should be able to comment on the ability to carry out the responsibilities of the role.

Name:	Name:
Address:	Address:
Contact Tel No	Contact Tel No
Occupation	Occupation

• Please ensure that you have completed the Equal Opportunities Monitoring Form and return it together with this Application Form in an envelope addressed to the Monitoring Officer clearly marked “PRIVATE AND CONFIDENTIAL”.

Declaration by applicant

The foregoing particulars are complete and correct to the best of my knowledge and belief. I understand that any false information given may result in a job offer being withdrawn or to dismissal and that any offer of employment made by Belfast Hills Partnership is subject to receipt of satisfactory references and/or vetting checks.

I consent to the processing of this information for the purposes of my application, subsequent employment and agree to personal vetting or other such searches being made, as may be necessary, now or in the course of my employment.

Usual signature:

If applying by email you will be asked to sign this prior to any interview offered.

Date:

**Belfast Hills Partnership
9 Social Economy Village
Hannahstown Hill
BELFAST BT17 0XS
Email: info@belfasthills.org**

COMPLETE ALL SECTIONS Job No: Ref 22/02 Application Number:

EQUAL OPPORTUNITIES MONITORING FORM



It is the policy of Belfast Hills Partnership to ensure that no job applicant receives less favourable treatment on the grounds of race, disability, religious belief, political opinion, gender, marital or family status, sexual orientation or age. Belfast Hills Partnership seeks the information below which will be treated in the strictest confidence and used for monitoring purposes only.

This sheet will be detached from the application form and will not be made available to anyone other than the Monitoring Officer.

Answer the following questions by ticking the appropriate box:

- 1. GENDER MALE FEMALE
- 2. DATE OF BIRTH _____
- 3. MARITAL STATUS MARRIED SINGLE DIVORCED
LEGALLY SEPARATED
- 4. PLEASE INDICATE THE COMMUNITY TO WHICH YOU BELONG:
I AM A MEMBER OF THE PROTESTANT COMMUNITY
I AM A MEMBER OF THE ROMAN CATHOLIC COMMUNITY
I AM A MEMBER OF NEITHER THE PROTESTANT NOR ROMAN CATHOLIC COMMUNITY

5. DO YOU SUFFER FROM ANY DISABILITY OR HEALTH PROBLEM WHICH IS RELEVANT TO YOUR APPLICATION?

YES NO

NATURE OF DISABILITY _____

WHAT ADJUSTMENTS, IF ANY, ARE REQUIRED? _____

- 6. ETHNIC ORIGIN
BLACK AFRICAN BANGLADESHI BLACK CARIBBEAN CHINESE
INDIAN IRISH TRAVELLER PAKISTANI WHITE MIXED ETHNIC GROUP OTHER _____

OFFICIAL USE ONLY	Job No.....	Application No.....
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