

## **Job Title: Communications, Marketing and Events Support Manager**

### **Location:**

Home-based, with travel across Northern Ireland and Ireland for events and meetings as required.

**Employment Type:** Full-time, flexible working, 35hrs per week

**Options for flexibility:** Option for compressed hours; a 33hr week (on pro rata salary basis), and flexibility on start and finish times.

**Salary:** £32,000 per annum

### **About Us:**

We are committed to driving positive, sustainable change across Northern Ireland and Ireland through collaboration, innovation, and meaningful engagement. We are seeking a motivated and skilled professional to establish and manage our new membership network, support the delivery of impactful events, and develop engaging communications strategies.

### **Role Overview:**

We are looking for an experienced **Communications, Marketing and Events Support Manager** to lead the growth and management of our new membership network and oversee the successful delivery of online and in-person events. The ideal candidate will bring creativity, strategic thinking, and a results-driven approach to building relationships and achieving measurable outcomes.

### **Key Responsibilities:**

#### **1. Membership Network Establishment and Management:**

- Develop and implement strategies to establish, grow, and engage a strong membership base aligned with our new membership structure.
- Build strong relationships with members, stakeholders, and partners to foster collaboration and mutual benefit.
- Grow the ezine subscriber database in alignment with membership goals.

#### **2. Communications & Marketing:**

- Develop, manage, and execute marketing campaigns to promote our mission, events, and brand.
- Create compelling content for email newsletters, social media platforms, websites (WordPress or similar CMS), and other communication channels.

- Utilise platforms such as Mailchimp for email marketing and analytics.
- Monitor and report on campaign effectiveness, with actionable recommendations for improvement.

### **3. Event Support:**

- Support in planning, coordinating, and delivering membership-based online and in-person events, ensuring high-quality execution.
- Liaise with stakeholders, venues, and service providers to ensure seamless event delivery.
- Support in managing event budgets, timelines, and logistics.
- Support key public-facing events, including conferences and awards.

### **4. Strategic Planning & Reporting:**

- Implement strategies to meet challenging membership and event targets.
- Track, analyse, and report on key performance metrics, ensuring alignment with organisational goals.

### **5. Stakeholder Engagement:**

- Proactively engage stakeholders to build partnerships and explore opportunities for collaboration.
- Represent the organisation professionally at meetings, events, and forums.

### **Required Skills and Experience:**

- approx. 4 years of experience in a communications, marketing, or events management role.
- Proficient in Mailchimp, social media platforms, and WordPress (or similar CMS) tools.
- Strong content creation and management skills, with a flair for storytelling and brand-building.
- Proven experience in delivering online and in-person events.
- Strategic thinker who can work independently, prioritise tasks, and meet deadlines.
- Results-oriented with a creative, innovative approach to problem-solving and planning.
- Exceptional written and verbal communication skills.

- Experience in engaging and managing partners and stakeholders effectively.
- Proficient in tracking and analysing metrics to drive improvements.

**Desirable Skills:**

- Knowledge of sustainable development initiatives.
- Experience using CRM systems or tools to manage membership databases.

**Personal Attributes:**

- Self-motivated and disciplined, capable of working independently in a home-based environment.
- Resilient and adaptable, with a positive attitude towards meeting challenges.
- Passionate about driving meaningful change and making a positive impact.

**Benefits:**

- Flexible, home-based, working arrangements as outlined above (including staggered start and finish times, compressed working hours and/or 33hr week with salary on pro rata basis).
- Opportunity to play a key role in a growing and impactful organisation.

**Additional Details:**

- **Probation Period:** Six months, during which the candidate is expected to achieve half of the membership targets across all tiers.
- **Training:** Provided for the website platform as required.
- **Technology Requirements:** Candidates must have a reliable home office setup.

**How to Apply:**

Please submit your CV and a cover letter outlining your suitability for the role and how your experience aligns with the responsibilities and requirements detailed above. Applications should be sent to [Danielle@Triterra.co.uk](mailto:Danielle@Triterra.co.uk) by 5pm 24<sup>th</sup> January 2025.