

APPLICATION PACK

Post: Communications Manager



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ABOUT VOLUNTEER NOW

Volunteer Now promotes, develops and supports volunteering across Northern Ireland. Our work enhances recognition for volunteers, provides access to opportunities and encourages people to volunteer. We provide information and support to volunteer involving organisations on volunteer management, governance and on all areas of safeguarding children, young people and adults at risk.

Our **Community Engagement Team** provides support to all things volunteering. We work with individuals and organisations to promote and encourage volunteering. We support organisations to make sure that they are able to involve volunteers effectively.

<http://www.volunteernow.co.uk/volunteering>

Our **Community Projects Team** oversees a range of volunteer involving projects including befriending, driving and capacity building for older people's groups. <https://www.volunteernow.co.uk/about/community-projects/>

We have an **Events** team that recruits and manages the volunteers for major events in Northern Ireland. We are looking forward to recruiting and managing the volunteers at the forthcoming All Ireland Fleadh in 2026 and 2027.

<https://www.volunteernow.co.uk/volunteering/event-volunteering/>

The **Volunteer Now Safeguarding Team** provides support for organisations with both child and adult safeguarding and has worked across Ireland and the UK.

<https://www.volunteernow.co.uk/organisations/safeguarding/>

Volunteer Now Enterprises Ltd (VNE) is a social enterprise company which supports the work and activities of the charity, Volunteer Now. VNE offers training for volunteers and organisations, provides assessment against quality standards including Investing in Volunteers (IIV), consultation and research services, and all forms of bespoke support to volunteer involving organisations.

<https://www.volunteernow.co.uk/volunteer-now-enterprises-ltd/>



This is only a brief summary of the work of Volunteer Now so please visit our website for more www.volunteernow.co.uk or follow us on social media.



[Volunteer.Now](https://www.facebook.com/Volunteer.Now)



[Volunteer.Now](https://www.instagram.com/Volunteer.Now)

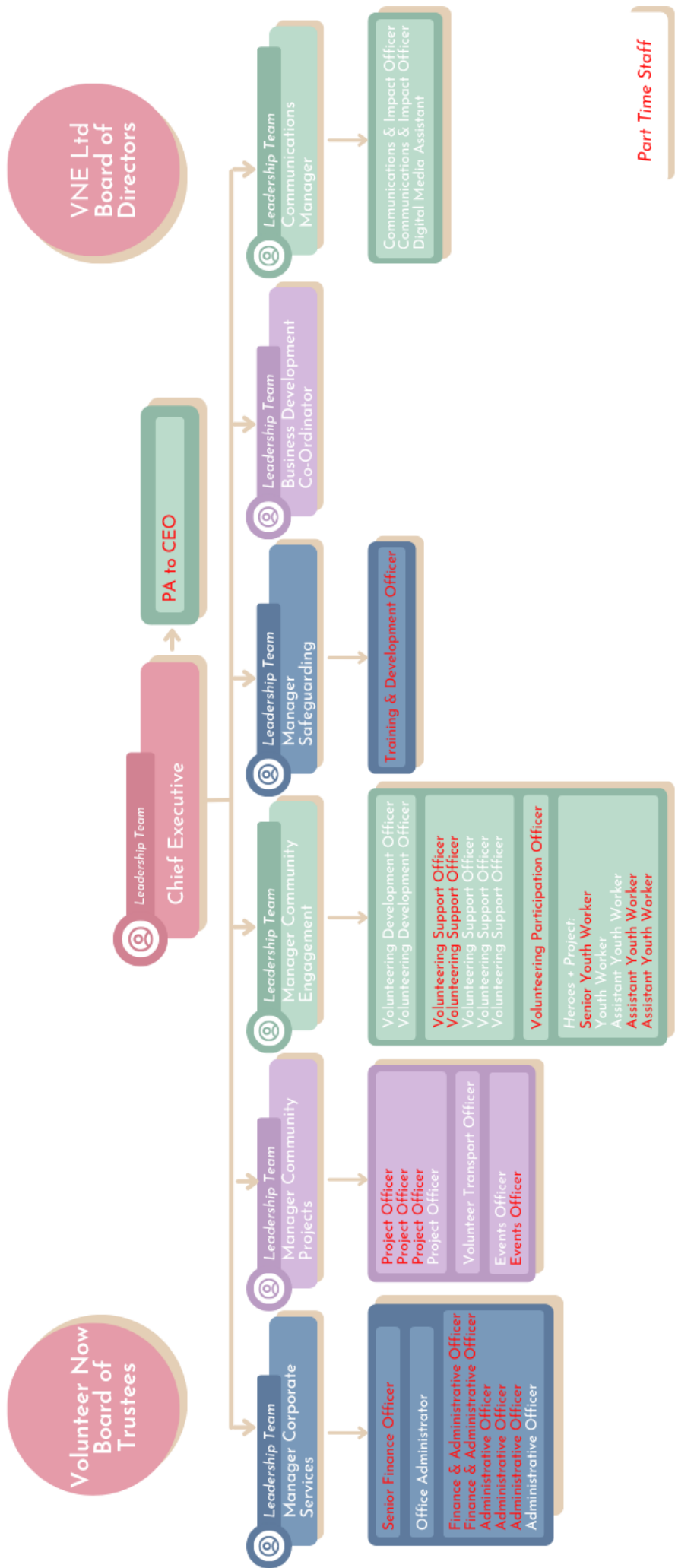


[VolunteerNow1](https://twitter.com/VolunteerNow1) & [VNEnterprise](https://twitter.com/VNEnterprise)



[VolunteerNow1](https://www.youtube.com/VolunteerNow1)

CURRENT ORGANISATIONAL CHART



Part Time Staff

JOB DESCRIPTION

Job Title: Communications Manager

Responsible to: Chief Executive Officer

Salary Range: NJC points 30-35 starting at £36,294

Summary of Main Responsibilities

We are seeking a dynamic and skilled Communications Manager to join our team. The ideal candidate will be responsible for developing and implementing communication and marketing strategies that enhance Volunteer Now's public image and ensure consistent messaging across all platforms. This role requires a creative individual with excellent writing, editing, and project management skills along with a sound knowledge of online media.

Key Responsibilities

- **Media Relations:** Build and maintain relationships with journalists, bloggers, and other media representatives. Coordinate media outreach, including drafting press materials, pitching stories, and arranging interviews.
- **Social Media Management:** Oversee social media accounts, develop strategies to grow engagement, and monitor online conversations and sentiment.
- **Impact sharing:** Utilise the data within the CRM system and monitoring to highlight the impact of our work. Manage external communications, including the creation of the Annual Report, Strategies and Plans for the promotion and development of Volunteer Now.
- **Event Coordination:** Assist in organising and promoting company events, including press conferences, conferences, and webinars.
- **Analytics and Reporting:** Track and analyse the effectiveness of communication strategies using analytics tools, providing insights for improvement.
- **Content Creation:** Write, edit, and oversee the production of internal and external communications, including the website, press releases, blogs, social media posts, newsletters, and speeches.
- **Brand Management:** Ensure that all communication efforts align with Volunteer Now's brand identity, maintaining a consistent voice across all channels.
- **Relationship Building:** build relationships with funders and potential partners, including corporates, who could enhance our work and reach. Identify opportunities for improvement and income generation across the organisation
- **Strategic Planning:** Develop and execute comprehensive communication and marketing strategies to support organisational goals, initiatives, and public relations efforts.
- **Crisis Communication:** Prepare and implement crisis communication plans when necessary, ensuring clear, timely, and appropriate messaging during a crisis.
- **Capacity Building:** support, enable and motivate staff across the organisation to implement the communications and marketing plans ensuring a whole team approach.

- **Internal Communications:** Manage internal communications, ensuring staff and volunteers are informed about organisational news, updates, and events. Support leadership in conveying key messages to staff.

Any Other Duties

- Contribute to effective communication across the organisation.
- Work within and contribute to the values, aims and objectives of the organisation.
- Undertake such other reasonable duties as may from time to time be required.

Contract of Employment:	Fixed term for 3 years (with the possibility of becoming permanent at the end of this period).
Holidays:	22 days per annum. In addition, statutory/public holidays in accordance with Volunteer Now policy will also be granted. After one year this rises to 25 days and then a further 1 day per year to a maximum of 30 days.
Pension:	A flexible retirement pension scheme is provided with Volunteer Now contributing 4.5% of gross salary per annum. You are eligible to join the scheme once probationary period is completed satisfactorily.
Hours of Employment:	35 hours per week (we may consider requests for part-time hours at a post interview stage). Reasonable hours outside this (the nature of the work means that evening and weekend work will be required during events therefore the working hours will be across Monday-Sunday, as applicable) are required to fulfil the obligations associated with the post.
Travel & Subsistence:	Current rates are available from the Corporate Services Manager.
Location:	Offices are available in Belfast, Newry, Enniskillen, Staff will be required to support the work of the organisation across all of its areas. A hybrid working policy is in place to facilitate home working as part of this post.
Flexibility:	Volunteer Now offers hybrid working and flexible working and family friendly policies.
Career Development:	Training & Development opportunities are provided.

PERSON SPECIFICATION

Applicants must have demonstrable evidence of the following qualifications, core competencies and additional requirements:

Essential

- Minimum of 3 years practical experience in a communications and marketing role.
- Understanding of techniques and principles of communications and marketing materials across different media and how different channels can be used individually and together to deliver objectives.
- Experience of developing communications and marketing plans. The ability to plan local and regional marketing communications activity in support of organisational objectives.
- The ability to use and interpret data to understand local, regional and national data to evidence the creation of the plans/activity. Proficient in using communication tools and platforms, including social media management tools (e.g., Hootsuite, Buffer).
- Understanding of brand management. The ability to operate within mandatory brand and channel guidance. Good eye for design and presentation. Understanding of the elements that make up Volunteer Now's brand and how to use them.
- Proven track record in creating, using and editing content in different channels based on audience insight and evaluation. Understanding of how to plan journeys between channels and awareness of the importance of the user experience and web accessibility.
- Exceptional written and verbal communication skills. Strong editing and proofreading abilities, the ability to write copy, with attention to detail. The ability to gather and share information with a wide group of stakeholders.

Desirable

- 3rd level qualification in communications, marketing or other relevant discipline.
- Experience of liaising with corporates and funders to bring additional business/resources/income into an organisation.
- Experience/knowledge of communications and marketing in the 3rd sector.
- Experience of managing, motivating and supporting a staff team.

PERSON SPECIFICATION

Core Competencies

Candidates will be required to establish through the recruitment process that they meet the following core competencies:

- **Delivering Excellence** (Focus: quality outcomes, learning, continuous improvement)
- **Thinking Outside the Box** (Focus: innovation, resourcefulness, creativity)
- **Working Together** (Focus: connecting, collaborating, building relationships)
- **Getting Things Done** (Focus: decision making, planning and organising, working independently)

VOLUNTEER NOW ORGANISATIONAL VALUES

Organisational Values

