

SPORT NORTHERN IRELAND

JOB DESCRIPTION

Job Title: Marketing and Press Officer

Salary: £25,052 - £31,740 per annum (inclusive of 4% superannuation addition).

Grade: Staff Officer (SO)

Responsible to: Marketing Manager

Responsible for: Publications Officer

JOB PURPOSE:

Reporting directly to the Marketing Manager the post holder will be responsible for assisting with the development of a Marketing & Press Plan that will support Sport Northern Ireland's Marketing Strategy and will also provide support in all areas of marketing, public relations, advertising and events management.

1.0 MAIN AREAS OF RESPONSIBILITY

- 1.1 Attending press functions with CEO, Chair and Board Members.
- 1.2 Arranging press, radio and TV interviews in association with the Marketing Manager.
- 1.3 Preparation of a press plan for the promotion of participation in sport.
- 1.4 Responding to media enquiries.
- 1.5 Briefing journalists.
- 1.6 Preparing briefings to includes speeches for senior officials on press information and presentational issues.
- 1.7 Writing and editing news releases, descriptive articles, reference and publicity material.
- 1.8 Arranging for media coverage of important events, announcements or visits.
- 1.9 Contributing to the planning and/or implementation of wide-ranging publicity campaigns, including advertising and other marketing activities.
- 1.10 Inputting to internal communications systems and processes.

- 1.11 Managing the Sport Northern Ireland Branding Policy in relation to the Branding of Capital projects.
- 1.12 Supervision of marketing support staff and managing resources.
- 1.13 Assisting the Marketing Manager in the implementation of a Public Affairs Strategy.
- 1.14 Assisting the Marketing Manager with the delivery of the Pre Games Training Camp Programme.

2.0 GENERAL

- 2.1 Providing administrative support for the Marketing Manager, which may include, typing, filing, photocopying, and power point presentations etc.
- 2.2 Take an active role in the Council's Annual and Mid-Year Performance Review process and participate in Development Meeting with your Line Manager, including the identification of learning and development needs to meet agreed identified objectives.
- 2.3 Attending meetings, taking and transcribing minutes as directed.
- 2.4 Take an active role in the Council's Investors in People initiative.
- 2.5 Any others duties not inconsistent with the above as may be required by your Line Manager from time to time.

This Job Description is an outline of the main duties and responsibilities of the post. It is not an exclusive or exhaustive list.

The Job Description will be updated on an annual basis to meet the changing needs of the organisation consistent with the Corporate Plan.