

SPORT NORTHERN IRELAND

PERSONNEL SPECIFICATION

Job Title: Marketing and Press Officer

Grade: Staff Officer (SO)

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 QUALIFICATIONS & ATTAINMENTS

Essential Criteria

1.1 *A degree (or equivalent third level qualification¹) in a Marketing related discipline.

Desirable Criteria

1.2 **A postgraduate qualification in a Marketing related discipline.

2.0 RELEVANT EXPERIENCE & KNOWLEDGE

Essential Criteria

2.1 *Two years demonstrable full time (or equivalent part-time¹) experience as a practitioner in public relations, advertising, marketing or similar communications discipline.

2.2 *One years demonstrable full time (or equivalent part-time¹) line management experience of marketing personnel.

2.3 Demonstrable experience in writing reports and drafting press releases.

2.4 Demonstrable experience preparing press plans.

2.5 Demonstrable experience responding to media enquiries.

2.6 Competent in the use of IT, in particular, Word and PowerPoint.

¹ It is the responsibility of the applicant to demonstrate how they satisfy the 'equivalence criteria'

Desirable Criteria

2.7 **One years demonstrable full time (or equivalent part-time¹) experience arranging media coverage of important events or announcements.

2.8 Demonstrable knowledge and understanding of Northern Ireland's political, economic and social situation.

2.9 Demonstrable knowledge and understanding of sporting structures in Northern Ireland.

3.0 SPECIAL APTITUDES

3.1 Excellent communication skills both oral and written.

3.2 Excellent presentation skills.

4.0 GENERAL INTELLIGENCE

4.1 Ability to make decisions within area of responsibility and work within policy guidelines.

5.0 PHYSICAL REQUIREMENTS

5.1 Presentable and articulate.

6.0 DISPOSITION

6.1 Excellent interpersonal skills with the ability to work as part of a team.

7.0 CIRCUMSTANCES

7.1 *Must be able to work additional hours, some of which may be at the weekend or at short notice

7.2 *Access to a form of transport insured to enable the post holder to carry the responsibilities of the post in full.

Note to all applicants:

*Only those applicants who clearly demonstrate, by example, how they meet the essential criteria **1.1, 2.1, 2.2, 7.1** and **7.2** will go forward to the next stage in the recruitment and selection process.

Desirable criteria **1.2 and **2.7** may be used for shortlisting purposes if required.

All other essential and desirable criteria will be assessed by selection test and/or interview.