

**Monitoring Ref: (Invest NI use only):**

**Digital Communications Manager**

**Internal Communications Manager**

**(CM/22)**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Applicants must clearly outline on their application forms how their experience meets each of the essential criteria.**

**To ensure equality of opportunity for all applicants:**

* The criteria boxes must **not** be extended to supplement answers. Invest NI reserves the right to reject applications that are illegible.
* CVs or any other supplementary material in addition to completed application forms will not be accepted.
* Applications should be completed in Arial size 10 font.
* Incomplete applications will not be considered.
* Please note the monitoring form is regarded as part of your application and should be completed and returned with your application form. Invest NI is an Equal Opportunities Employer.
* Please note that the Job Applicant Privacy Notice is regarded as part of your application and therefore the Declaration Section of this application form should be completed. Failure to do so will prevent Invest NI from being able to process the information contained in your application form and Invest NI will have to make a decision on whether or not to recruit you in the absence of that information.
* If you have a disability as defined by the Disability Discrimination Act 1995 (and any subsequent amendments) and this precludes you from completing this application form and / or submitting it by the closing date, please contact Invest NI’s Human Resources Department on Tel: 028 9069 8519 or for alternative arrangements and / or reasonable adjustments.

**Due to the current Covid-19 circumstances, we can only accept applications online via email. Please return completed form to:** [monitoringofficer@investni.com](mailto:monitoringofficer@investni.com)

If you are calling using Text Relay from outside the UK please call: +44 151 494 1260 028 9069 8572.

When submitting your completed application form electronically, you must ensure that it is sent via email as an attachment (either as a PDF or Microsoft Word document only). Forms sent via any other online method or converted into any other digital format, or which Invest NI deems unsafe to open, will not be accepted.

Completed application forms must be received no later than **12 noon BST on 3rd June 2022.** Applications received after this time and date will not be considered.

**Invest NI is an Equal Opportunity Employer**

**POSITION(S) APPLIED FOR:**

**Applicants must specify the posts for which they wish to be considered. (**More than one option may be selected.)

**Digital Communications Manager**

**INTERNAL COMMUNICATIONS MANAGER**

**Personal Details**

|  |  |
| --- | --- |
| Full Name – Forename and Surname (Please also indicate the name by which you wish to be addressed) | |
|  | |
| Address | Mobile Number |
|  |  |
| E-Mail Address |
|  |

**Career History**

Please outline your career history, beginning with the most recent.

|  |  |  |
| --- | --- | --- |
| Current employer | Type of Organisation and Sector | |
|  |  | |
| Your role | Reporting to | Employment dates |
|  |  |  |
| In **bullet point format,** please outline the key responsibilities of the role. | | |

|  |  |  |
| --- | --- | --- |
| Previous employer | Type of Organisation and Sector | |
|  |  | |
| Your role | Reporting to | Employment dates |
|  |  |  |
| In **bullet point format** please outline the key responsibilities of the role. | | |

|  |  |  |
| --- | --- | --- |
| Previous employer | Type of Organisation and Sector | |
|  |  | |
| Your role | Reporting to | Employment dates |
|  |  |  |
| In **bullet point format** please outline the key responsibilities of the role. | | |

|  |  |  |
| --- | --- | --- |
| Previous Employer | Type of Organisation and Sector | |
|  |  | |
| Your role | Reporting to | Employment dates |
|  |  |  |
| In **bullet point format** please outline the key responsibilities of the role. | | |

**Selection Criteria**

Candidates should refer to the criteria contained in Information for Applicants pack which are deemed

**All applicants are required to complete Sections 3 and 4**

**Applicants who wish to be considered for Digital Communications Manager role are required to complete Sections 1, 3 and section 4.**

**Applicants who wish to be considered for Internal Communications Manager role are required to complete Sections 2, 3 and section 4.**

**If you wish to be considered for both positions please complete all sections.**

To assist in the completion of the application form, the following key points should be considered.

* The shortlisting panel will not make assumptions from the title of the applicant’s post or the nature of the organisation as to the skills and experience gained, and it is not appropriate simply to list the various posts that an applicant has held.
* In each section, candidates should provide evidence through **specific examples** to illustrate how they meet the particular experience, understanding, knowledge and qualities sought in the criteria. Responses should make reference to the applicant’s specific role, objective, contribution and the outcome.
* Candidate responses therefore must clearly explain how the evidence provided demonstrates their experience against the criteria.
* **Candidates are reminded that the allocated space for responses must not be extended to supplement answers**
* **Application forms which do not provide the necessary detailed information in relation to the knowledge, skills and experience required will be rejected.**

**This question must be answered if you wish to be considered for the Digital Communications Manager role.**

**Candidates are reminded that the allocated space for responses must not be extended to supplement answers.**

|  |
| --- |
| 1. Please give an example that details your recent experience of developing and delivering effective multi-channel business to business (B2B) communications strategies or plans, with a strong digital focus to include social media, email marketing, pay-per-click, paid display and website user journeys. **Your example should outline what the strategies /plans were, how you developed and delivered these, detail of digital focus and platforms used and what the outcomes were.** |
|  |

**This question must be answered if you wish to be considered for the Internal Communications Manager role.**

**Candidates are reminded that the allocated space for responses must not be extended to supplement answers.**

|  |
| --- |
| 1. Please provide a recent example of developing and delivering effective multi-channel communications strategies or plans, with a strong digital focus to include intranet, email newsletters and video.   **Your example should outline what the strategies / plans were, how you developed and delivered these, detail of digital focus and platforms used and what the outcomes were.** |
|  |

**Candidates are reminded that the allocated space for responses must not be extended to supplement answers.**

|  |
| --- |
| 1. Please provide an example of your recent experience of measuring effectiveness of communications activities, including knowledge of analytic tools.   **Your response should include detail of how this was measured, what tools you used and what specific outcomes were achieved as a result of your actions.** |
|  |

**Candidates are reminded that the allocated space for responses must not be extended to supplement answers.**

|  |
| --- |
| 4. Please share an example that demonstrates your experience of managing relationships and influencing customers/ stakeholders in order to achieve mutually beneficial results; and working as part of a team to deliver shared objectives.  **Your example should outline the situation and stakeholders involved, what action you took, how you worked with others and the specific outcomes achieved in the organisation as a result of your actions.** |
|  |

**Additional Information**

|  |  |
| --- | --- |
| Current/Most Recent Salary |  |
| Bonuses Payable |  |
| Substantial benefits |  |
| Notice Period |  |

**Referees**

Please supply details of two work related referees. One should be your current (most recent if unemployed) employer. You should have reported to both referees.

|  |  |
| --- | --- |
| Name | Name |
| Role | Role |
| Tel No | Tel No |
| Nature of Relationship | Nature of Relationship |
| Email address: | Email address: |

**Please outline any specific requirements for participation in interview / assessment and any dates of unavailability.**

**Declaration**

I declare that the foregoing particulars are complete and correct to the best of

my knowledge and belief.

I consent to Invest NI organising for a Criminal Record Check to be carried out

by Access NI if my application for this post is successful.

I confirm that I have read the enclosed Job Applicant Privacy Notice and understand

what personal data Invest NI will hold about me and how that personal data is

to be collected and used during and after the recruitment process.

**Signed:**

**Date:**

**Applications must be emailed to** [**monitoringofficer@investni.com**](mailto:monitoringofficer@investni.com)**.**

**When submitting your application electronically, ticking the boxes above will be taken in lieu of signature.**

**Please note:**

**When submitting your application form via email, you should receive an automated response from monitoringofficer@investni.com confirming receipt of your email. If you do not receive this automated response within 24 hours, please contact a member of the Human Resources Team on 028 9069 8572 to confirm receipt.**

**Warning:** Any candidate found to have knowingly given false information, or to have wilfully suppressed any material fact will be liable to disqualification, or if appointed, to dismissal.

Completed application forms must be received no later than **12 noon BST on Friday 3rd June 2022.** Applications received after this time and date will not be considered.