Digital Communications Executive

DCE25

Application form

Closing date for applications: 12 noon Friday 17 October 2025

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| **Monitoring Ref (Invest NI use only):** |  |
| **Role Ref:** | **DCE25** |
| **Name:** |  |

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| **Guidance for Applicants**  **Applicants must clearly outline on their application forms how their experience meets each of the essential criteria**   * **The criteria boxes must not be extended to supplement answers**. Invest NI reserves the right to reject applications that are illegible. * Applications should be completed in Arial size 10 font * 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, applicants 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. * Applicant responses therefore must clearly explain how the evidence provided demonstrates their experience against the criteria * The monitoring form is regarded as part of your application and should be completed and returned with your application form. * For details on how we use your personal data during the recruitment process, including your rights, please see our ‘Privacy Notice for Job Applicants’ at: [Work for us | Invest Northern Ireland](https://www.investni.com/about-us/careers). * 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 028 9069 8319 for alternative arrangements and / or reasonable adjustments. * Incomplete or late applications will not be considered. |
| **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.**  **Please return completed application form and monitoring form to:** [monitoringofficer@investni.com](mailto:monitoringofficer@investni.com). |

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| Completed application forms must be received no later than 12 noon BST on  Friday 17 October 2025**.** Applications received after this time and date will not be considered. |

**Invest NI is an Equal Opportunity Employer.**

# Personal details

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| **Full name** Forename and Surname (Please also indicate the name by which you wish to be addressed) | |
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| **Mobile number:** |  |
| **Email address:** |  |

# Career history

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| --- | --- | --- |
| **Current employer** | **Type of organisation and sector** | |
|  |  | |
| **Your role** | **Reporting to** | **Employment dates** |
|  |  |  |
| **In bullet point format, outline the key responsibilities of the role** | | |
|  | | |

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| --- | --- | --- | --- | --- | --- |
|  | **Name of Previous employer** | **Type of organisation and sector** | **Your Role & Main Responsibilities** | **Reporting to** | **Employment dates** |
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| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |

**Essential Criteria**

**Using Specific examples, please outline in each question how you meet the essential criteria. Refer to the Applicant Pack for further guidance about completing this section.**

**Please do not extend your answers to each question beyond the space provided as it will not be considered – guidance is outlined in the Applicant Pack**

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| **Question 1 – Strategic Social Media Management**  Outline your recent experience of developing and implementing a social media strategy across multiple platforms to deliver key business objectives. |
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**Please do not extend your answers to each question beyond the space provided as it will not be considered – guidance is outlined in the Applicant Pack.**

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| **Question 2: Email Marketing Strategy and Delivery**  Outline yourrecent experience of planning and developing an email marketing strategy and delivering an email marketing campaign to meet business objectives. |
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**Please do not extend your answers to each question beyond the space provided as it will not be considered – guidance is outlined in the Applicant Pack.**

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| **Question 3: Digital Communications Analysis and Reporting**  Outline yourexperience in producing and interpreting performance reports for social media or email marketing campaigns using analytical tools to optimise and enhance activities to meet business objectives. |
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# Additional information

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| **Current salary** |  |
| **Notice period** |  |

# Referees – External Applicants Only

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. We will not contact your referees without your permission.

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| --- | --- |
| **Referee 1** | **Referee 2** |
| **Name** | **Name** |
|  |  |
| **Role** | **Role** |
|  |  |
| **Nature of relationship** | **Nature of relationship** |
|  |  |
| **Telephone (mobile) number** | **Telephone (mobile) number** |
|  |  |
| **Email address** | **Email address** |
|  |  |

# Interview / assessment requirements

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| **Outline any specific requirements for participation in interview.** |
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| **List any dates which you are not available for interview.**  **Please note we may not be able to accommodate alternative dates for interview or assessment.** |
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# Eligibility to Work in the UK

Please note Invest NI is unable to provide sponsorship for visa applicants, as such applicants must hold the right to work in the UK to be eligible for this role. You will be required to provide evidence of your right to work in the UK before an offer of employment is made.

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| --- | --- |
| **Are you eligible to work in the UK?** | **Yes / No** |

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| **Do you currently hold a visa or work permit?** |
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| **If ‘Yes’ please state expiry date** (dd/mm/yyyy) |
|  |

# Declaration

**Please tick or confirm ‘Yes’ to indicate you accept the following:**

|  |  |
| --- | --- |
| I declare that the foregoing particulars are complete and correct to the best of my knowledge and belief |  |
| I understand that Invest NI will organise for a Criminal Record check to be carried out by Access NI if my application to this post is successful |  |

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

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| **Signed:** |  |
| **Date:** |  |

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| **Please return completed application form and equal opportunity monitoring form via email to:** [monitoringofficer@investni.com](mailto:monitoringofficer@investni.com). |

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| **Warning.**  Any applicant 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. |