**Digital Communications Executive**

**Applicant Pack**

(DCE/25)

Closing date for applications: 12 noon BST on

Friday 17 October 2025

**Invest NI is an Equal Opportunities Employer. At this time, we particularly welcome applications from people with disabilities, minority ethnic groups and female applicants for roles at Grade 7 and above.**

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# About Invest Northern Ireland

Invest Northern Ireland (Invest NI) is the economic development agency for Northern Ireland (NI) and is responsible for encouraging and supporting the establishment and growth of business enterprises and especially those with the potential to export. The agency is also responsible for promoting NI for Foreign Direct Investment (FDI). The organisation employs 650 staff, has an annual gross expenditure budget of approximately £150 million and manages a total client portfolio of more than 3000 companies. As a global organisation with a Head Office in Belfast and a regional presence across Northern Ireland, we also have offices in 29 locations outside Northern Ireland covering the Americas, Europe, Middle East, Africa and Asia-Pacific.

Invest NI has just completed Year One of Our Future in Focus [**Invest NI Business Strategy 2024-2027 (PDF)**](https://www.investni.com/sites/default/files/2024-10/business-strategy-invest-ni-2024-2027.pdf)which sets out ambitious targets structured around the following priorities: boosting business investment, accelerating innovation and skills, driving global ambition, developing and achieving sustainability, maximising City & Growth Deals and promoting places and partnerships.

Invest NI is a Non-Departmental Public Body (NDPB) of the **Department for the Economy (DfE).** A critical role for Invest NI is to deliver DfE’s **Economic Vision**, the new **Business Strategy**, the **City & Growth Deals** and the recommendations of the **Independent Review of Invest NI.** For more information about Invest NI please visit our website, [**www.investni.com**](http://www.investni.com)**.**

**Our Vision**

Our Vision to drive our long-term strategic response is:

*“Invest NI is recognised as a leading economic development agency, instrumental in driving a balanced, sustainable, productive, and prosperous Northern Ireland economy through unlocking the potential of businesses across the region”.*

**Our Mission**

Our Vision has been allied with our Mission Statement. Our mission statement defines the purpose and goals of the organisation. These are:

*“To work with businesses to accelerate their growth by increasing external sales and innovation, creating good quality jobs, boosting productivity and skills, growing inward investment and reducing carbon emissions. “*

# About the Marketing and Communications Group

The Marketing & Communications Group is responsible for developing and implementing the annual marketing and communication strategy for Invest NI, in local and international markets.

This strategy and the supporting promotional campaigns and initiatives help to:

* promote awareness, engagement and participation on Invest NI’s portfolio of programmes and services;
* ensure customers and local businesses can grow by increasing productivity, skills and exports, and becoming more competitive in international markets;
* attract high quality inward investment to Northern Ireland;
* stimulate a culture of innovation and enterprise; and
* ensure clear understanding of the goals and objectives of the organisation by all staff, how progress against these is being delivered and supporting high levels of employee engagement.

The Marketing & Communications Group is made up of six teams consisting of c40 staff:

* Campaigns and Digital Solutions
* Internal Communications
* PR and Media Relations
* Sectors and International Marketing
* Stakeholder Engagement

These teams cover functional areas that include: (a) strategy and branding, (b) corporate communications, (c) local and international marketing, (d) digital engagement, (e) PR & media relations, (f) stakeholder engagement, and (g) internal communications:

With an overall budget of circa £4 million per annum, the Group also manages a number of specialist service contracts covering design, digital marketing, advertising, filming, international public relations, event management, market research, and photography.

# About the Campaigns and Digital Solutions Team

The Campaigns and Digital Solutions Team is responsible for developing and delivering marketing activities targeting businesses in Northern Ireland and international markets, managing Invest NI’s websites, social media channels and email marketing activity.

The teams activities help to:

* promote awareness, engagement and participation on Invest NI’s portfolio of programmes, services and events
* ensure customers and local businesses can grow by increasing productivity, skills and exports, and becoming more competitive in international markets
* stimulate a culture of innovation and enterprise

Our websites include:

* investni.com
* nibusinessinfo.co.uk
* niconnections.com
* innovateni.com

The team manages a number of corporate social media accounts on platforms including:

* Linked In
* Facebook
* Instagram
* YouTube
* X

# Overview of the Digital Communications Executive Role

Social media and email marketing are central to Invest NI’s communications strategy, offering timely, targeted, and cost-effective ways of reaching our audiences. As activity across these channels continues to grow, a strategic and coordinated approach is essential to maximise impact, ensure consistency, and support the delivery of our business strategy. This role will provide dedicated leadership to enhance our current efforts and ensure our digital communications are aligned, effective, and future-focused.

The Digital Communications Executive for Social Media and Email Marketing will lead the development and delivery of Invest NI’s social media and email marketing strategies. They will ensure content is cohesive, accessible, and aligned with organisational priorities.

# Job Description (Roles and Responsibilities)

**Digital Communications Executive**

**Campaigns and Digital Solutions Team**

**Application deadline**

12 noon BST on Friday 17 October 2025

**Grade**

Staff Officer (SO)

**Salary**

The salary range for this position is **£37,694 - £38,990 per annum**. The entry point for the successful candidate will be at the minimum of the range.

**Contract Type**

Full-time, permanent. The successful appointee will be subject to a 10-month probationary period. At the end of this period, subject to satisfactory performance and attendance they will be confirmed in post. If their performance, conduct or attendance during this period is not satisfactory the appointment may be terminated.

This competition will also be used to create a reserve list to fill any permanent and temporary vacancies requiring the same skill set which may arise in the 12 months following the competition.

**Start Date**

As soon as possible (depending on notice period).

**Location**

The post will be based at Invest NI Headquarters in Belfast.

**Main purpose of the job**

Reporting to the Digital Communications Manager, the role sits within the Digital Solutions team in the Campaigns and Digital Solutions Division.

Working collaboratively across the Communications Group, the post-holder will coordinate messaging across diverse audiences such as businesses, stakeholders, clients, media, and FDI leads.

**Key Responsibilities include:**

• Leading the development and implementation of Invest NI’s social media strategy, including policy management, platform optimisation, and content planning.

• Researching new opportunities for digital engagement, including emerging platforms, content formats, and audience targeting – driving change to take advantage of those opportunities.

• Championing best practice in digital communications, staying informed on trends and innovations.

• Managing Invest NI’s social media accounts and supporting colleagues with strategic guidance.

• Leading the development and implementation of Invest NI’s email marketing strategy. Delivering email marketing activities, including template development, tailoring content to audiences, CRM integration, and campaign scheduling.

• Monitoring social media and email marketing performance, providing reports and identifying opportunities for improvement and leading on actions to enhance effectiveness.

• Managing budgets, supplier relationships, and administrative processes including business cases and creative briefs.

• Provide support to the Marketing and Communications Group to deliver effective communications to contribute to corporate, operational and strategic targets.

This list is not exhaustive, and the successful applicant will be required to perform additional duties as allocated by management.

# Selection Process

1. **Selection Criteria**

To be considered for the role, applicants must be able to demonstrate, by the closing date for applications, how they meet the following essential criteria, **using specific examples.**

|  |  |
| --- | --- |
| **Essential Criteria**The following are **ESSENTIAL** criteria which will initially be measured at shortlisting stage although may also be further explored during the interview/selection stage. You should therefore make it clear on your application how you meet these criteria. Failure to do so may result in you not being shortlisted. The stage in the process when the criteria will be measured is stated below. |  |
| **Criteria** | **Method of Assessment** |
| Experience & Knowledge  | **1. Strategic Social Media Management**Recent experience of developing and implementing a social media strategy across multiple platforms, to deliver key business objectives, including:* Researching new opportunities (e.g. emerging platforms, content formats, audience targeting).
* Enhancing organisational presence and engagement through strategic actions.
* Coordinating social media activity across multiple channels to support business objectives.

**2. Email Marketing Strategy and Delivery**Recent experience of planning and developing an email marketing strategy and delivering email marketing campaigns, to meet business objectives, including:* Using CRM data to segment audiences and tailor messaging.
* Analysing performance metrics and leading improvements based on insights.
* Managing the production and distribution of newsletters and campaign e-zines.

**3. Project and Resource Management**Experience of managing multiple digital communications projects simultaneously, including:* Meeting tight deadlines and coordinating with different teams.
* Working with external service providers to deliver communications objectives.
* Planning, prioritising and implementing marketing activities to meet multiple business objectives.
* Contributing to budget planning and monitoring.
 | Application formApplication formAssessment/ Interview |
| Skills | **4. Communications Skills**Strong interpersonal and presentation skills, with experience of:• Advising internal stakeholders on digital communications.• Championing best practice in social media and email marketing.• Developing content for digital channels, including simplifying complex information and aligning with brand and accessibility standards.**5. Team Collaboration and Relationship Building**Experience of working collaboratively within a communications team and across departments, including:• Building and maintaining strong internal and external relationships.• Ensuring a joined-up approach by engaging with colleagues responsible for different audience segments and thematic priorities.• Supporting colleagues and contributing to team development. | Assessment/ InterviewAssessment/ Interview |
| Technical Skills | **6**. **Digital Communications Analysis and Reporting**Experience in producing and interpreting performance reports for social media and email marketing using tools such as Google Looker Studio or equivalent, including:• Evaluating KPIs and making data-driven decisions.• Providing regular updates to internal teams and stakeholders.• Leading improvements based on performance analysis. | Application Form |

1. **Shortlisting**

A shortlist of candidates for assessment and interview will be prepared on the basis of the information contained in the application form.

**Responses in your application form should refer to specific examples that demonstrate how and to what extent you satisfy the essential criteria outlined**. Only those applicants who, from the information supplied on the application form, most closely match the selection criteria for the post will be shortlisted.

***Application forms which do not provide the necessary detailed information in relation to the knowledge, skills and criterion required will be rejected.***

1. **Interview and Assessment**

Shortlisted candidates will be invited to the next stage of the selection process which will include an interview and assessment, which is expected to take place during the week commencing 27 October 2025.

The selection panel will assess applicants against the interview and assessment

criteria as appropriate. The panel’s decision at every stage of the selection process is final.

1. **Application Forms**

**Completed applications, demonstrating the experience and skills sought, must be submitted to the Monitoring Officer by the specified closing date.**

All applications for employment are considered strictly on the basis of merit.

To ensure equality of opportunity for all applicants:

* Only completed applications on the application form will be accepted. CVs or any other supplementary material in addition to completed application forms will not be accepted.
* Applicants must complete the application form in Arial size 10 font, or block capitals using black ink.
* The space available on the application form is the same for all applicants and must not be altered or re-formatted and applicants must not exceed the space provided.
* Applicants submitting their completed application form electronically 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.
* Applications which are received after the closing date and time will not be accepted.
* Applicants should ensure they provide evidence of their experience on their application form, giving length of experience, examples and dates as required.
* It is not sufficient to simply list your duties and responsibilities. Invest NI will not make assumptions from the title of your post as to the skills and experience gained. It is vital that you highlight your specific role and contribution by using actual examples to illustrate your experience against the selection criteria.
1. **Appointment**

If successful, you will be expected to take up the position as soon as possible. Should you de­cline an offer of appointment, you may not be offered any future posts to be filled from this competition.

**References**

Your appointment is subject to receipt of two satisfactory references.

**Before Starting**

Prior to taking up your duties, you will be asked to accept the main terms of your appointment in writing.

**Eligibility to Work in the UK**

All applicants must be legally able to work and reside in the country of the vacancy with the correct visa/work permit status or demonstrate eligibility to obtain the relevant permit. Any costs related to obtaining or renewing permits and visas are the responsibility of the successful applicant.

**Vetting Requirements**

Your appointment is also subject to a background check. Invest NI will organise a Criminal Record Check on successful candidates to be carried out by AccessNI. The category of AccessNI check required for this post is Basic Disclosure Certificate. You should not put off applying for a post because you have a conviction, and any disclosure will be seen in the context of the job role, the nature of the offence and the responsibility for the care of existing clients and employees. We deal with all criminal record information in a confidential manner and in accordance with our Privacy Standard. Information relating to convictions is destroyed after a decision is made.

More information can be found on <http://www.accessni.gov.uk/>. If you are being considered for appointment, you will be asked to complete the AccessNI application form for a Basic Disclosure Certificate. Please note that a request to complete this form should not be seen as a guarantee of an offer of appointment. Failure to complete the application form and return it within the specified time will be regarded as ‘no longer interested in the position’ and your application will be withdrawn.

Criminal Record information is subject to the provisions of the Rehabilitation of Offenders (NI) Order 1978. A copy of Invest NI’s Policy on the Recruitment of Ex-Offenders is available upon request.

**Canvassing**

Canvassing in any form is not allowed at any stage of the process.

# Benefits of employment

Invest NI is committed to creating a better workplace for its staff. Working for Invest NI brings a range of benefits that you can take advantage of.

**Pension**

We offer all employees access to an attractive pension scheme. Full details can be found on the Principal Civil Service Pensions Scheme (Northern Ireland) website at <https://www.finance-ni.gov.uk/landing-pages/civil-service-pensions-ni>.

**Holidays**

25 days per annum, increasing to 30 days after 5 years, with an additional 12 Public and Privilege holidays. The leave year runs from 1st February to 31st January. Leave entitlement in the period prior to the start of the new leave year is calculated on a pro-rata basis.

**Flexible Working Hours**

The standard working hours are 37 per week, Monday to Friday. Employees will be required from time to time to work outside normal working hours to fulfil the demands of the role. Invest NI operates a flexible working scheme. Staff may work flexibly from 7.00am (7.30am when working at HQ) to 7.00pm with a minimum of half an hour for lunch. At management discretion and without adversely affecting the overall efficiency of Invest NI, staff who have built up enough hours each month can take up to a maximum of 3 flexible working days.

**Family**

Family-friendly policies are essential for supporting employees with caregiving responsibilities and promoting work-life balance.

**Remote Working**

**We offer hybrid working for most roles with a** combination of in-office and remote work, offering greater flexibility.

**Wellness and Inclusion**

We have a variety of vibrant Employee Connection Groups as part of our commitment to Diversity & Inclusion including The Professional Women’s Network and LGBTQ+.

Invest NI promotes positive health and wellbeing through regular events and initiatives throughout the year with access to wellness programs that support mental and physical well-being.

Counselling and support for employees via an **Employee Assistance Program (EAP)** and access toaWelfare Support Service providing an individual and confidential service to staff and managers at all levels.

**Community**

A Sports and Social Committee organise events for Invest NI staff and their guests.

Our Corporate Charity until April 2026 is **NI Children’s Hospice** and we have already surpassed our revised target of £30k! You can get involved in events and initiatives to help raise money to support our charity partner.

**Learning and Development**

Invest NI is committed to supporting staff to reach their full potential. We actively develop staff and invest significantly in training and development for business success and personal growth. This includes on-the-job training, external training and, where appropriate, further education.

# Additional Information

**Travel**

It is not Invest NI’s policy to pay travel expenses to any candidate attending interview unless their journey is from outside Northern Ireland or the Republic of Ireland. For these candidates, expenses will be payable only for flight or ferry crossings to a maximum of £100, on presentation of valid receipts, and only for attendance at final interviews.

**No accommodation or relocation expenses are payable in connection with this position**

**Conflicts of Interest**

Applicants must note the requirement to declare areas of actual, potential or perceived conflict with the interests of Invest NI. You will be required to make such declarations upon offer of employment and annually thereafter for Invest NI’s consideration. You will be required to abide by the rules adopted by Invest NI in relation to private interest and possible conflict with public duty; the disclosure of official information; and political activities.

**No Smoking Policy**

Invest NI operates a no smoking policy in all its offices.

**Interview Guidance**

Interview guidance is available by clicking the link below:

[invest-northern-ireland-Interview-guidance.pdf (investni.com)](https://www.investni.com/sites/default/files/2024-10/invest-northern-ireland-Interview-guidance.pdf)

**Data Protection**

The Invest NI Privacy Notice is available at:

[Invest Northern Ireland - Privacy Notice for Job Applicants (PDF) (investni.com)](https://www.investni.com/sites/default/files/2024-10/invest-northern-ireland-privacy-notice-job-applicants.pdf)

**Equality of Opportunity**

We are an Equal Opportunities Employer. We do not discriminate against our job applicants or employees, and we aim to select the best person for the job. To help ensure that we are meeting our Equality of Opportunity obligations, we monitor the **community background and sex of our job applicants and employees** in order to demonstrate our commitment to promoting equality of opportunity in employment and to comply with our duties under the Fair Employment & Treatment (NI) Order 1998.

Regardless of whether they actually practice religion, most people in Northern Ireland are perceived to be members of either the Protestant or Roman Catholic communities. On the form you will be asked to indicate the community to which you belong to. If you do not answer the question about Community Background, or if you tick the “not a member of either” box, we are required by the Fair Employment & Treatment (NI) Order 1998 to use the residuary method of making a determination which means that we can make a determination as to your community background on the basis of the personal information supplied by you in your application form/personnel file.

Your answers will be used by us to prepare and submit a monitoring return to the Equality Commission, but your identity will be kept anonymous. In all other regards your answers will be treated with the strictest confidence. We assure you that your answers will not be used by us to make any decisions affecting you, whether in a recruitment exercise or during the course of any employment with us.

We also ask you to provide additional data about yourself which we use to help us assess whether any of our policies, procedures or activities are operating to the detriment of any particular grouping within our diverse society.

Whilst you are not obliged to answer the questions on the Monitoring Form and you will not suffer any penalty if you choose not to do so, we encourage you to answer the questions. **Whether or not you choose to complete it, the Monitoring Form included with your application form is regarded as part of your application and should be returned**. If you answer the questionnaire you are obliged to do so truthfully as it is a criminal offence under the Fair Employment (Monitoring) Regulations (NI) 1999 to knowingly give false answers to these questions.

The monitoring form will not be available to the selection panel. It will be separated from the application form by the monitoring officer and transferred to a computer-based monitoring system. There it will be protected, access restricted and used strictly in line with our Privacy Notice.

You can read our Equal Opportunity Statement by clicking on the link below:

[Equality of Opportunity.pdf (investni.com)](https://www.investni.com/sites/default/files/2023-07/Equality%20of%20Opportunity.pdf)