

Housing Rights



Recruitment Pack

Digital Communications and Marketing Officer

Closing date: Monday 4 August at midday

when everyone has a **home**

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WELCOME

from our CEO

Thank you for your interest in the role of Digital Communications and Marketing Officer at Housing Rights.

This recruitment pack provides details of the work we do, the role of Digital Communications and Marketing Officer, and what we are seeking from candidates.

We are proud of the difference we make to people's lives in preventing homelessness and helping them with their housing problems. Last year, we helped over 13,000 people in Northern Ireland.

The commitment and dedication of our staff across all departments helps us achieve this. We are proud of our expert, passionate staff team.

In return, Housing Rights supports staff to develop their knowledge and careers. We offer flexible working, hybrid working and a generous leave entitlement. We work hard to ensure staff are working in a positive environment which promotes wellbeing and reflects our values.

The work of Housing Rights is becoming more critical in this unprecedented time. I hope the opportunity to join us is one that will interest and excite prospective candidates.

Kate McCauley



WHO WE ARE

We improve lives by tackling homelessness and housing problems in Northern Ireland.
We believe a good quality affordable home can be a building block to a stable life.
We believe that everyone should have a home.

WHAT WE DO

We help people in Northern Ireland live in safe, suitable, and affordable homes.
We provide services for the public and professionals working in housing.

Our services include:

- housing advice via our helpline
- online housing advice and information via our website
- advocacy and legal representation
- housing mediation
- advice and support for people in or leaving prison
- specialist support for young people at risk of homelessness
- advice for landlords
- support for generalist advice agencies
- policy and participation service to positively influence decisions made about housing and homelessness
- training and events for housing and advice professionals

THE DIFFERENCE WE MAKE

Over the course of 2023-2024 we supported people in Northern Ireland with housing and homelessness problems.



Prevented homelessness

We helped prevent homelessness for a total of 1,307 households



Improved skills and knowledge

94% of attendees felt attending our training improved their housing skills and knowledge



Provided advice

We provided advice, advocacy, and representation services to 12,006 households, on 50,224 issues



Improved housing circumstances

8 out of 10 people who used our helpline reported their housing circumstances had improved



Improved wellbeing

7 out of 10 people who used our helpline reported an improved sense of wellbeing

OUR VALUES

"I appreciate the growing diversity of the staff in Housing Rights"
-Housing Rights Staff Survey 2023

Cooperation



Equality



Quality



Independence



Respect



Agility



OUR BENEFITS AND CULTURE

We offer our staff the following benefits:



hybrid and flexible working



tailored learning and development plan



generous holiday allowance



enhanced employer pension scheme with free life assurance



accessible location and free parking



fun events for staff engagement



access to employee wellbeing services

"Housing Rights is more a vocation than a job"
-Housing Rights Staff Survey 2023

Accreditations:

- ✓ Living Wage Employer
- ✓ Investing in Volunteers
- ✓ Diversity Mark Accredited

"I think overall Housing Rights has a great culture and the staff as a team are brilliant"
-Housing Rights Staff Survey 2023



WORKING AT HOUSING RIGHTS:

Results of our 2023 staff survey show:



5% increase in staff satisfaction in the last 5 years!



Categories staff were most satisfied with:

- 1. My work*
- 2. Inclusion & Fair Treatment*
- 3. Wellbeing and Engagement*



Kerry Logan - Participation and Policy Lead

“ I love working alongside and learning from my colleagues right across the organisation at Housing Rights – it is a fab team, made up of people who are passionate about social justice and constantly going above and beyond to support people experiencing housing problems or homelessness. ”



Eamon Sheridan - Housing Advocate (Young People)

“ By providing effective advice and advocacy for my client's I have witnessed first-hand how our services can positively impact their lives. ”



Bronagh Flynn - Business Development Lead

“ I love the variety of my job and the people I work with. I work across the whole of the Housing Rights team and others within the housing sector every day. This allows me to help shape new projects and services that will help our clients and support the wider Housing Community - to ensure everyone has a home. ”

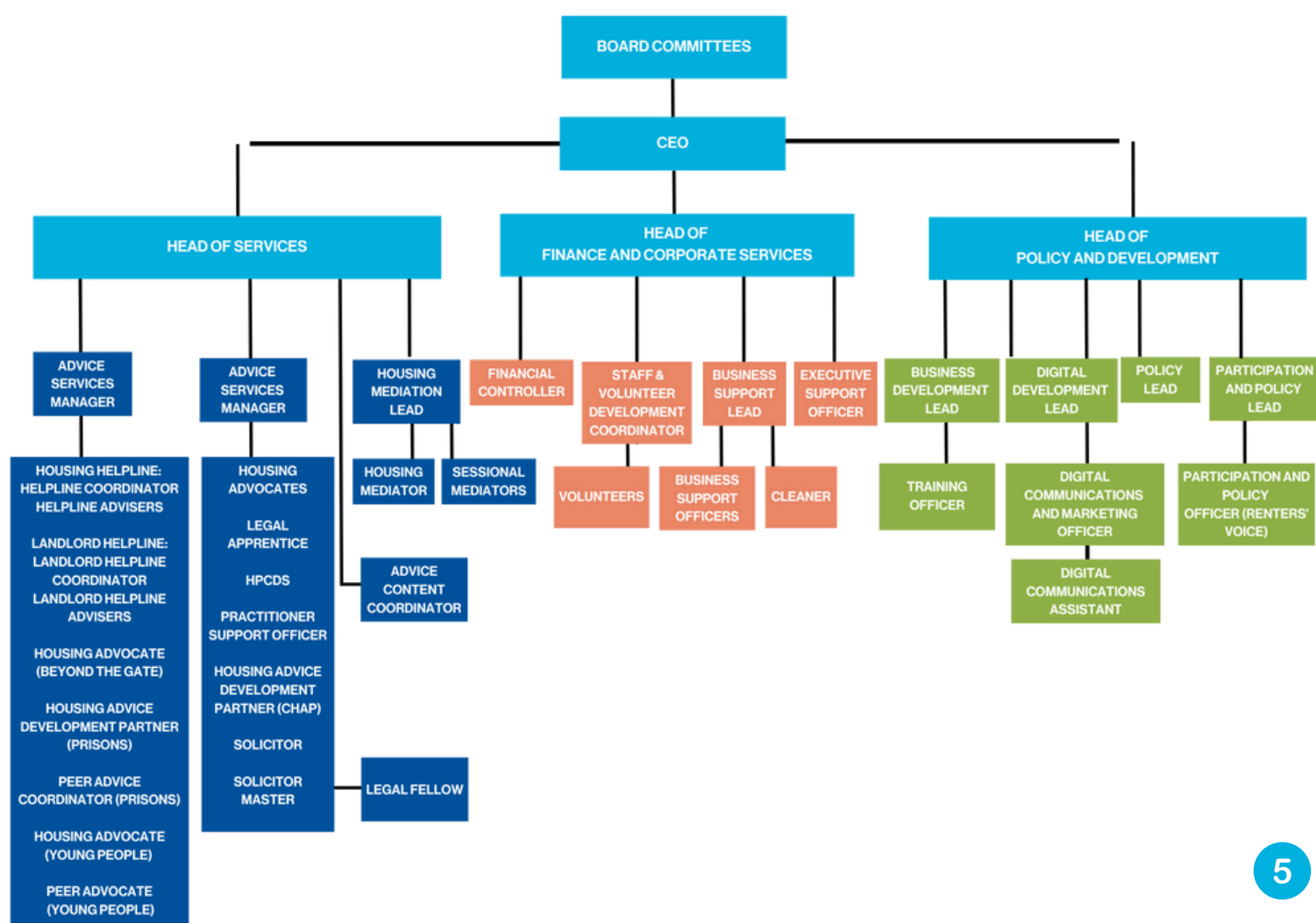
ABOUT THE ROLE

This role plays a vital part in helping Housing Rights achieve its vision and strategic objectives by leading the development and implementation of an effective communications strategy.

Key responsibilities include managing marketing and public relations activities to raise awareness of the organisation and its services, overseeing membership engagement, event management, fundraising support, and coordinating the design and production of corporate information and promotional materials.

The role also involves identifying areas for service improvement and proposing innovative communications and marketing solutions to meet the current and future needs of Housing Rights' clients and audiences. By strengthening internal and external communication channels and ensuring consistent, high-quality messaging, the role will enhance stakeholder engagement and support the overall impact of the organisation's work.

ORGANISATIONAL CHART



JOB DESCRIPTION

Purpose:

To assist Housing Rights to achieve its vision and deliver its strategic objectives through:

- (i) developing and implementing a communications strategy to market effectively the organisation and its services**
- (ii) assisting to facilitate communication between the organisation and its stakeholders to help achieve successful outcomes.**

Reports to:

Head of Policy and Development

Key Duties:

1.0 Marketing and public relations

- 1.1 to be responsible for developing and implementing the organisation's communications strategy
- 1.2 to co-ordinate and facilitate QMIG (Quality, Marketing and Income Generation Group) which plans, monitors and evaluates activities that support and develop the marketing and income activity of Housing Rights
- 1.3 ensure the effective use of all our social media platforms to expand our social media audience
- 1.4 to write and oversee timely distribution of the organisation's press releases and handle media enquiries including organising interviews and preparing briefs for relevant personnel
- 1.5 to monitor external media, to ensure the organisation is kept up-to-date with news developments, and evaluate Housing Rights media coverage
- 1.6 to write and edit articles for external journals and represent Housing Rights views to external audiences and at meetings and conferences etc
- 1.7 to effectively co-ordinate the relationship between Housing Rights and corporate/private donors
- 1.8 to undertake public speaking at events and act as the organisation's media spokesperson as required
- 1.9 to be responsible for organising all relevant events and conferences
- 1.10 to co-ordinate external requests to provide information sessions or attend information days
- 1.11 to be responsible for the co-ordination of the organisation's feedback scheme

JOB DESCRIPTION

continued

2.0 Membership and fundraising

- 2.1 to administer the Housing Rights membership scheme and ensure membership targets are met
- 2.2 to be responsible for ensuring all relevant income targets in relation to corporate and public fundraising are met annually and support provided to other services to meet income generation targets
- 2.3 to help foster, develop and oversee the growth of both new and existing fundraising/corporate partnerships

3.0 Design and production of corporate information

- 3.1 to be responsible for writing, designing and co-ordinating the production and distribution of corporate information and promotional materials, including for corporate website
- 3.2 to consult users regarding the design and branding of corporate information/promotional materials
- 3.3 to ensure all corporate information/promotional materials are regularly reviewed and adhere to Housing Rights brand management guidelines
- 3.4 to co-ordinate requests for internal design requirements and liaise if required with external printing firms to enable timely publication and distribution
- 3.5 to be responsible for developing and maintaining the organisation's website and ensure it meets corporate users' needs
- 3.6 to produce and distribute e-information (e.g. e-zine bulletins)
- 3.7 to assist with promoting communication between Housing Rights and its stakeholders to achieve successful policy outcomes

4.0 Digital communications

- 4.1 to identify appropriate areas for service improvement and propose innovative solutions to meet current and future needs of Housing Rights clients and audiences through the use of communications and marketing
- 4.2 to line manage the staff in digital communications as appropriate

JOB DESCRIPTION

continued

5.0 Developing self and others

- 5.1 to provide effective supervision to relevant staff/volunteers,
- 5.2 to plan, allocate and organise own workload
- 5.3 to monitor and evaluate own work
- 5.4 to develop self to enhance performance
- 5.5 to contribute to training and development activities for colleagues

6.0 Developing effective working relationships

- 6.1 to create, develop and maintain effective internal working relationships
- 6.2 to create, develop and maintain effective working relationships with service users/external agencies and relevant stakeholders
- 6.3 to lead, facilitate and contribute to meetings/group discussions

7.0 Other

- 7.1 to act in accordance with the agreed values of the organisation.
- 7.2 to ensure the policy and procedure of the organisation, with respect to Equal Opportunities and Health and Safety, are observed
- 7.3 to undertake any other duties, consistent with the post which may from time to time be required by the Head of Policy and Development

The duties of the post will be subject to review in accordance with the needs of the organisation.

PERSON SPECIFICATION

Job title	Digital Communications and Marketing Officer
Grade	NICS EOI £33,542-£34,231 (August 2025 pay scale)
Responsible to	Head of Policy and Development

Education / Training

Essential

- * relevant communications or marketing qualification

Desirable

- *experience using Canva

Relevant experience / training

Essential

- * minimum of three years' experience in a communications and marketing role
- * experience of managing social media and digital marketing campaigns, including content creation and monitoring
- * experience of project and event management
- *experience in managing a range of stakeholder relationships e.g. suppliers, corporate funders, conference/ event contributors

Desirable

- *experience of fundraising
- * experience dealing with media relations and answering media enquiries
- * experience using analytics tools e.g. Hootsuite, Google Analytics

Skills / Attributes

Essential

- effective team working skills
- excellent communication and influencing skills
- *ability to organise, prioritise and delegate effectively to meet challenging deadlines
- problem solving skills
- excellent IT skills
- good attention to detail
- excellent creativity skills

**denotes shortlisting criteria*

TIMELINES

Advertise	27 June 2025
Closing date	4 August 2025 at midday
Interview	19 August 2025

INTERVIEW PANEL

Jamie Miller (Chair)	Housing Rights
Kate McCauley	Housing Rights
Sonya Bigg	Housing Rights

Complete and return the application and equal opportunities monitoring forms by the closing date.

You can submit the forms by:



recruitment@housingrights.org.uk



Emma Kinghan, Admin Officer, Housing Rights,
The Skainos Centre, 239 Newtownards Road, Belfast BT4 1AF

If you need us to make any reasonable adjustments to help you during the recruitment process, please let us know.

Housing Rights greatly values diversity and we actively encourage applications from all sections of the community.