



JOB  
DESCRIPTION

# MARKETING EXECUTIVE

SS/24/19

# FOREWARD

## FROM DIRECTOR OF MARKETING & COMMUNICATIONS

Dear Applicant,

Thank you for expressing your interest in the role of Marketing Executive.

It is an exciting time for Stepping Stones NI as we continue to build on our success to date within our services and social enterprises.

Reporting directly to myself as Director of Marketing & Communications, this post is an important role within the marketing and communications function as we continue to expand and develop our offerings.

At Stepping Stones NI, we are dedicated to making a positive and lasting impact on the lives of individuals with learning disabilities / barriers to learning and employment. Our mission is to nurture the potential of people with a disability to thrive in a socially inclusive society and we rely on a passionate, creative, and driven team to make a positive impact, raise awareness, and connect with the communities we serve.

As we continue to grow and expand our reach, we are looking for a dynamic Marketing Executive to join our team. This is an exciting opportunity for someone who is not only interested in marketing but is also motivated by the opportunity to contribute to a cause that truly makes a difference.

In this role, you will have the chance to be part of a collaborative and supportive team where your ideas and contributions will directly influence our campaigns, community outreach efforts, and overall impact. You will have the opportunity to engage with a wide range of stakeholders, create compelling content, and help us drive forward our mission to support individuals with learning disabilities / barriers.

If you are a proactive, creative, and results-driven marketer with a passion for social impact, we would love to hear from you. Your work will not only elevate our brand but also help us create a more inclusive and supportive society for people with learning disabilities / barriers.

We look forward to welcoming someone who shares our vision and values, and we are excited about the possibilities ahead.

Stepping Stones NI offers a diverse working environment with an opportunity to positively and directly impact upon people with learning disabilities/ difficulties and barriers to employment through the delivery of service lines.

If you share a commitment to our values and believe in the work we do, we want to hear from you. Please find enclosed relevant information relating to our organisation and the role including the selection process.

Yours sincerely,

Ciara Brennan  
Director of Marketing & Communications

# BACKGROUND TO STEPPING STONES NI

Stepping Stones NI is a multi award winning charitable organisation supporting people with learning disabilities and and barriers to learning and employment to gain new skills, qualifications and employment.

Our organisation comprises of four core services: employment, training, youth and community development.

We operate six social enterprises which include three cafes, a wedding stationery business, a picture framing business and a horticultural and wellbeing hub, as well as providing contract catering at Lisburn Civic Centre and Ards Community Hospital. Each social business serves as a realistic training platform for our trainees with 100% of our customer's money reinvested to support our work.

Over the last 26 years we have supported people who face all kinds of barriers to employment and learning including Autism, ADHD, Dyslexia and mental health barriers.

We have links with lots of employers and see the real and lasting benefit of our participants achieving paid employment through our highly successful "BE IN" Employment academies which operate across Northern Ireland.

We believe that with the right support people who experience barriers to learning and employment can get a job that they enjoy and stay in that job.

## Our Values:

**Respect:** We respect everyone's right to a life more fulfilled and respect each other in the process

**Inspire:** We inspire employers and the wider community to see disability differently

**Empowering:** We empower each other to make a positive impact on the world and in the organisation, we work

Our Values drive our behaviours and govern our actions. They are at the heart of our Culture and define who we are, and how we present ourselves every day.

## Our Behaviours:

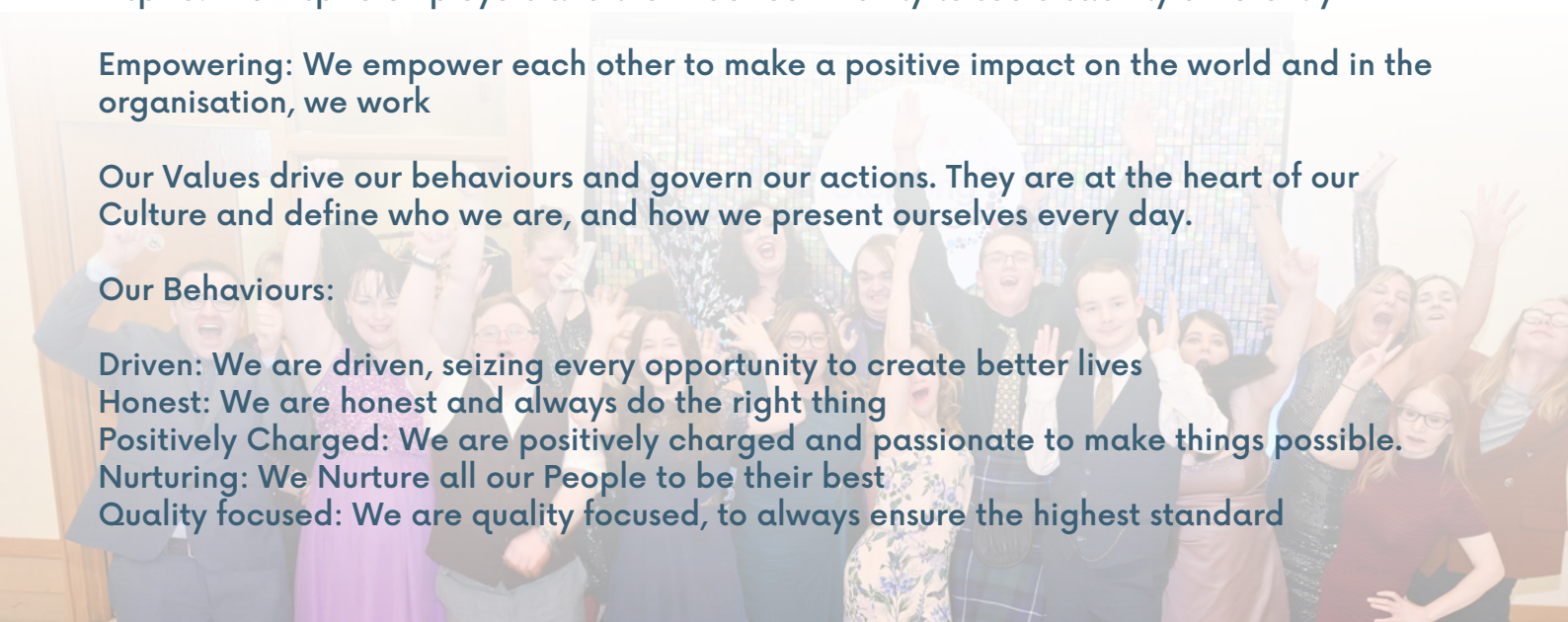
**Driven:** We are driven, seizing every opportunity to create better lives

**Honest:** We are honest and always do the right thing

**Positively Charged:** We are positively charged and passionate to make things possible.

**Nurturing:** We Nurture all our People to be their best

**Quality focused:** We are quality focused, to always ensure the highest standard



# OBJECTIVES OF THE ROLE

As a Marketing Executive at Stepping Stones NI, the main focus of your role will be to effectively engage a range of key audiences across our four services and six social enterprises including employers, prospective participants, parents/carers and the general public. This is a multi faceted role suited to an individual who thrives on being challenged and enjoys a wide variety of work tasks.

Overall, this role is about supporting the Director of Marketing & Communications across campaigns and strategies with a key emphasis on digital marketing, driving traffic to social enterprise platforms, increasing followers, and boosting digital engagement, leading to higher brand awareness and conversions.

## Key Objectives:

### Services

- Drive participation in 'BE IN' Employment Academies through the creation of compelling content and resources that highlight the benefits of getting involved.
- Measure the impact of employer engagement efforts and continuously refine strategies to drive results through data analytics to track participation rates, campaign effectiveness, and success stories from employers and participants.

### Social Enterprises

- Increase consumer and corporate interest in choosing social enterprise products and services, leading to more sales and partnerships through the creation of compelling content, including case studies, success stories, and product showcases, to highlight how social enterprises are making a difference.
- Generate greater engagement with social enterprise brands, resulting in increased support and loyalty from consumers and partners by develop audience-specific marketing strategies, using digital media, social campaigns, events, and collaborations to reach and engage stakeholders.



# JOB DESCRIPTION

**Job Title:** Marketing Executive

**Reporting to:** Director of Marketing & Communications

**Responsible for:** Developing, executing, and supporting marketing strategies that drive awareness, engagement, and support for Stepping Stones NI's mission. This includes promoting products, services, and initiatives to key audiences, including employers, prospective participants, parents/carers and the general public.

**Location:** Based in Lisburn, 60/40 Hybrid after 6 months

**Salary:** £30,000

**Pension:** 7% contribution

**Holiday entitlement:** 25 Days plus 11 Statutory Days (pro rata)

**Hours of work:** 37 hours per week

- **Other Benefits:**
- Private Healthcare and access to health and wellbeing platforms
- Holiday Purchase "Buy Back Scheme"
- 25% Discount in our Social Enterprises
- Volunteer Scheme - Up to 2 days annual leave to volunteer with other charities/community groups
- Employee Assistance Scheme
- Half Day Christmas Shopping
- Death in Service Benefit
- Two additional days leave for getting married
- Take 2 mental health hours
- Birthday Day Off



# KEY PURPOSE OF THE POST

The Marketing Executive will play a key role in promoting Stepping Stones NI's mission, increasing visibility, and raising awareness of our four core services and six social enterprises.

You will work closely with the Director of Marketing & Communications to implement marketing strategies that engage our target audiences, raise awareness and promote our product offerings, building strong community support for our cause. The ideal candidate will be creative, proactive, and have a passion for making a difference.

The role involves supporting campaigns across multiple channels, and ensuring consistent and engaging communication across all platforms.

The Marketing Executive will work closely with colleagues across social enterprises and services to create compelling content, marketing assets and support community outreach programmes and events contributing to the charity's growth and impact.



# MAIN RESPONSIBILITIES

## Campaign Development & Execution:

- Assist in the development, planning, and execution of marketing campaigns to effectively raise awareness, engage audiences, and drive action in support of Stepping Stones NI's mission. The goal is to create impactful campaigns that resonate with key stakeholders, promote the charity's services and initiatives, and ultimately contribute to achieving organisational goals such as increasing employer partnerships, sign up rates for programmes, income generation and community engagement.

## Content Creation & Management:

- Create engaging content for digital platforms and print materials (videos, social media posts, website updates, email newsletters, flyers, posters etc).
- Collaborate with internal teams to produce case studies, articles, blogs, and other written materials that tell the stories about the impact of our work.
- Ensure all content is accessible, inclusive, and aligned with our charity's values and tone of voice.

## Social Media Management:

- Lead efforts on social media platforms, particularly Meta (Facebook and Instagram), X and Linked In and TikTok, to create engaging content, enhance brand visibility, and grow Stepping Stones NI's online community, including its six social enterprises.
- Manage content creation and scheduling, audience engagement, and performance tracking.
- Create, manage and optimise paid media campaigns (Meta, Linked In, Google Ads ).
- Meet campaign objectives including devising adverts, content and targeting.
- Engage with followers, respond to inquiries, and create regular posts that raise awareness and support our campaigns



# MAIN RESPONSIBILITIES

## Website & Digital Marketing:

- Assist in the maintenance and optimization of the charity's website. Create and manage online content to drive traffic, engagement, and conversions. Support email marketing efforts, including creating newsletters and campaigns that resonate with our audience.
- Manage SEO work, identifying and managing both content and technical improvements.

## Event Promotion:

- Support the marketing of fundraising and awareness events, including online campaigns, print materials, and public relations activities.
- Assist with the planning and execution of events, ensuring strong marketing support for participation and attendance and on the day support.

## Reporting & Analysis:

- Track and report on key performance indicators (KPIs) for marketing activities.
- Use data insights to refine strategies and improve outcomes providing regular reports to the Director of Marketing & Communications.

## Brand Positioning & Promotion:

- Maintain consistent branding across all marketing materials and communications.
- Ensure that all public-facing materials reflect the charity's values and are sensitive to the needs of individuals with learning disabilities or barriers.



# MAIN RESPONSIBILITIES

## Administration

- Ensure the accurate maintenance of appropriate records, statistics, budgeting, spend and documentation in line with organisation, funder and data protection guidelines and SROI reporting, evaluation, ISO and continuous improvement in ETI.
- Report any health and safety incident, or safeguarding incident, using the appropriate processes.
- Keep necessary and accurate records of activities and inform Director of Marketing & Communications of weekly progress.
- To report monthly to the Director of Marketing & Communications on individual targets / KPIs using a balanced score card.
- Ensure that customer enquires are responded to within a timely manner and forwarded to the relevant department heads for action.
- Ensure regular updates and good new stories for website and social media in line with content plan.

# MAIN RESPONSIBILITIES

## Health and Safety

- Ensure that all duties are carried out to comply with:
  - The Health and Safety at Work (N.I.) Order 1978;
  - Acts of Parliament, Statutory Instruments and Regulations and other legal requirements;
  - Agreed Codes of Practice; including the COSHH Regulations and Safe Working Practices manuals;
  - Any other statutory regulations which may apply.
- Ensure that all equipment is maintained in an appropriate and safe manner, with any defects being reported immediately.
- Co-operate with staff and Management to maintain our Health and Safety policy i.e. reporting and recording accidents using accident books, relevant paperwork.
- Undertake Health and Safety and Environmental training as identified by Stepping Stones NI.

# MAIN RESPONSIBILITIES

## General

- All staff must ensure that customer focus is maintained at all times in order to achieve customer satisfaction.
- To comply with organisational code of practice and attend all mandatory training to ensure compliance.
- All staff are to contribute to the continual improvement of the Quality management system – ISO, Investors in People and ETI by adhering to the documented procedures and processes, and identifying improvements.
- Comply fully with Stepping Stones NI Safeguarding Procedures.
- Proactively identify risks in relation to participant safety and carry out general and individual risk assessments as appropriate, ensuring that risk management procedures are adhered to.
- Ensure accurate record keeping in line with organisational data protection and confidentiality policy.



# MAIN RESPONSIBILITIES

## General

- To attend any meetings as and when required, for example weekly team meetings, monthly balanced scorecard meetings with the Director of Marketing & Communications.
- Ensure compliance in all activities in accordance with the Company's Equal Opportunities Policy.
- Conduct all activities with confidentiality and in accordance with the requirements of Data Protection Legislation and the Company's Policies and Procedures.
- To communicate effectively with parents, carer's, customers and all stakeholders of Stepping Stones in a professional manner understanding Stepping Stones NI values.

This list is not exhaustive and the role of the Marketing Executive and may change to meet the nature of the business and services.

# PERSON SPECIFICATION

## Essential Experience

- Bachelor's degree in Marketing, Digital Media, or a related field.
- A minimum of 2 years experience in a marketing or digital marketing role.
- Demonstrable experience in social media marketing (Meta, TikTok, Linked In), email marketing tools and website content management.
- Strong analytical skills, excellent communication and written skills, and a proven track record of driving business growth through digital channels.
- Familiarity with the latest trends and technologies in digital marketing. Knowledge of SEO, SEM, and digital advertising is a plus.
- Excellent written and verbal communication skills, with the ability to tailor messages to different audiences.
- Strong creativity and an eye for design (experience with tools like Canva, Adobe Creative Suite).
- Strong organisational skills and the ability to manage multiple projects simultaneously working to tight deadlines.
- Ability to work effectively both independently and as part of a team.
- A proactive attitude with a willingness to learn and develop.
- A passion for social good and supporting people with learning disabilities / barriers to learning and employment.

## Desirable Experience

- Experience of working in the charity or non-profit sector.
- Knowledge of the learning disability sector and relevant issues.
- Familiarity with analytics tools (Google Analytics, social media insights, etc.).
- Experience with SEO (Search Engine Optimization)
- Experience of creating, managing and optimising paid media campaigns (Google Ads, PPC, Meta, Linked In).

# SELECTION PROCESS

Application is by submission of a CV - [click here](#) to submit.

Applications will be shortlisted against the criteria detailed in the job description.

Short-listed candidates will be invited to attend a first stage interview to assess the candidates suitability for the role, along with a presentation.

If we receive a high number of applications, we reserve the right to increase the number of competencies that the candidates will have to demonstrate.

Where the quality of applications is particularly high applicants may be invited to a second stage interview.

Stepping Stones NI is an equal opportunities employer.

Closing date: Friday 13 December 2024 at 4pm.

