



**Linking Generations**  
Northern Ireland

**Linking Generations Northern Ireland Candidate  
Information Pack for the post of:**

***LGNi Communications & Project Assistant***  
***(18 hours per week 6month post with possible  
extension)***

**Completed Application Forms must be returned to  
[vicki.titterington@bjf.org.uk](mailto:vicki.titterington@bjf.org.uk) by 5:00pm on Monday 4th  
October 2021**

## Foreword from the LGNI Manager

Dear Applicant,

Thank you for your interest in the post of Communications and Digital Marketing Project Officer with Linking Generations NI. I have been the Manager of LGNI since its inception in 2009 and it is an exciting time as we move out of the Covid pandemic having developed new services and resources which build on our success to date. We are looking for an outstanding, creative, innovative and energetic person, who will passionately promote our vision and mission.

Linking Generations NI (LGNI) and our small passionate team act as the Northern Ireland Centre for Intergenerational excellence working at a grassroots, practice and policy level to expand high quality intergenerational practice. We have developed a range of highly professional, innovative and unique services which support our network membership and those interested in developing intergenerational approaches in the communities they live work and go to school.

We are a small organisation with big ideas and impact and are seeking a highly ambitious team member to support us to grow and promote our services and messages further through the post of Communications and Digital Marketing Project officer. The successful applicant will support the LGNI team to build new connections and relationships; grow our social media presence; further develop our new website; and overall promote the importance of intergenerational practice across Northern Ireland.

This is an important position within LGNI as it is central to all the services provided. The Communication and Digital Marketing Officer will ensure our corporate brand and identity is promoted at every opportunity and at all levels. The successful candidate will be an LGNI ambassador upholding our strong reputation and promoting the value and impact of our work.

If you share our passion for bringing generations together across communities, organisations and settings in Northern Ireland, we would encourage you to apply for this position.

Yours sincerely,

Vicki Titterington

A handwritten signature in black ink, appearing to read 'V. Titterington', written over a horizontal line.

LGNI Manager

## Background on LGNI

[Linking Generations Northern Ireland \(LGNI\)](#) has been supporting communities to bring different generations together since 2009. LGNI is part of the [Beth Johnson Foundation England](#) who previously coordinated the UK Centre for Intergenerational Practice. As the only organisation solely focusing on the development and promotion of intergenerational approaches in Northern Ireland LGNI's small but passionate team act as a catalyst organisation supporting people, organisations and communities to develop their own intergenerational initiatives.

LGNI use the Beth Johnson Foundation definition of intergenerational practice, *aiming to bring people together in purposeful, mutually beneficial activities which promote greater understanding and respect between generations and contributes to building more cohesive communities.*

LGNI inspire and support the growth of an age-friendly society through connecting older and younger people and is the nationally recognised centre of excellence supporting the development and integration of intergenerational work across Northern Ireland. Our mission is to develop, expand and improve intergenerational practice.

LGNI coordinate a country wide community of practice through our 11 local intergenerational networks and membership of over 600 people, you can join by signing up [here](#). We host regular [network meetings and events](#) to connect people and use our expertise to build intergenerational capacity within communities and organisations through the delivery of [tailor-made projects, training programmes](#) and the provision of advice and support. We also use our evidence to influence policy makers to recognise and support intergenerational approaches as a catalyst for social change. LGNI empower people to implement their own intergenerational solutions in the communities they live and work in.

**Our vision** is that Northern Ireland will be a place where all generations are respected, understood, connected and engaged together in their communities. To achieve this LGNI offer opportunities to bring generations together in lots of different places for lots of different reasons.

LGNI's current work themes are focussed on the areas of Age-friendly, Health & Social Care and Education. LGNI's strategic objectives to progress intergenerational work in these areas include to:

- Create, develop & maintain IG networks to develop and support IG practice in each NI council;
- Promote and deliver small grants programmes via networks;
- Develop and deliver a NI focused accredited training programme and resources to support capacity building and learning within communities;
- Provide a NI Centre of excellence for intergenerational work: advice & support service, inspiration, resources for those wishing to engage in IG practice at all levels;
- Embed IG practice and influence AF and community planning processes in every Council area in NI.

All of LGNI's work is guided by the Principles of Intergenerational Practice, further information can be found [here](#).

Although LGNI's work activities predominantly take place in NI we work with partners from across the globe on exciting projects and campaigns including [National Intergenerational Week](#) and the [Food for Life Get Togethers Project](#).

The successful candidate for the post of Communications & Digital Marketing Project Officer will be a central member of the LGNI team promoting all elements of LGNI's work and grow our audience.

## **Linking Generations NI - The Beth Johnson Foundation**

### **Job Description**

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**Title:** **LGNI Communications & Digital Marketing Project Officer (Northern Ireland)**

**Department:** Linking Generations Northern Ireland

**Responsible to:** LGNI Manager (Northern Ireland)

**Roles:** Communications, Digital Marketing & General Project Support

**Place of work:** **LGNI offices, Newtownards, Northern Ireland & Home**

**Duration:** Initially 6 month post with possible extension

**Hours:** 18 Hours per week

**Salary:** £24,000 (pro rata £12,000) including employer pension contribution of 7.5%

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#### **Job purpose**

To provide the roles described above to the standard necessary to achieve the Foundation's objectives.

#### **Accountability**

LGNI Communications & Digital Marketing Project Officer (Northern Ireland) is accountable to the LGNI Manager (Northern Ireland) for the delivery of the above roles to specified standards.

Annual objectives will be set for this role which will be used to monitor and evaluate performance within the appraisal scheme.

### **1. Principal Tasks**

#### **Communications**

- 1.1 To maintain and regularly update the LGNI website and manage communications with LGNI network members via the website and Mailchimp platform.
- 1.2 To maintain the LGNI social media pages (Facebook, Twitter, YouTube, Instagram) and develop a strategy for LGNI communications including innovative ways to engage maximum users and reach new

- audience both at a practice and policy level e.g. campaigns, posts, video posts etc.
- 1.3 To coordinate/create/collate/distribute newsletters to LGNI networks members including collating material from LGNI staff, outside news items etc.
  - 1.4 To support network meetings and associated LGNI events including, when appropriate, travel arrangements e.g. zoom support, venue booking/sourcing, catering, registration of attendees etc.
  - 1.5 To promote LGNI training offerings and increase uptake e.g. by CVS organisations, private business etc.
  - 1.6 To monitor analytics for websites, social media sites and newsletters and report to the LGNI Manager.
  - 1.7 To design and generate innovative digital communications content for social media, LGNI website, events etc.
  - 1.8 To initiate and issue press releases approved by the LGNI Manager.
  - 1.9 To maintain and increase LGNI's Mailchimp contact database/s.
  - 1.10 To format documents for printing to ensure they comply with house formats.
  - 1.11 To liaise with printers and designers and proof check documents.

## **Administration**

- 1.12 To provide a telephone/email reception service for the office ensuring a welcoming and professional response is provided at all times.
- 1.13 To provide a comprehensive IT resource to the Northern Ireland team.
- 1.14 To provide day to day administrative support.
- 1.15 In accordance with the financial procedures provide a general book keeping service including activities such as raising purchase orders, keeping records of expenditure coded to specific funds and managing petty cash expenditure.

## **2. General**

- 2.1 To participate in the supervision and appraisal processes.
- 2.2 To undertake training relevant to development in the post.
- 2.3 To operate at all times in accordance with BJJ/LGNI's policies.
- 2.4 To do all that is reasonably practicable to maintain a safe and healthy work environment and comply with organisational and statutory requirements.
- 2.5 To undertake such other duties as may be reasonably required e.g. assist LGNI Manager/Regional Development Workers in delivery of project activity or attend meetings on behalf of LGNI.

**This job is subject to funding and the job description may be subject to review in the light of the developing organisation and in consultation with the post holder.**

**Linking Generations NI**  
**The Beth Johnson Foundation**

**Person Specification**

**Job title: LGNI Communications & Digital Marketing Project Officer**

	Description	Essential	Desirable
<b>Qualifications and training</b>			
	Degree level qualification in a relevant or transferrable subject	X	
	Level 4 qualification in Communications / Digital Marketing / Social Media Marketing, or equivalent		X
<b>Experience</b>			
	Proficiency in office based IT skills including Outlook, Access and Excel. Marketing tools e.g. Canva,	X	
	Administration of a computerised contacts list using systems such as Excel and Mailchimp	X	
	Experience WordPress website management via elementor.		X
	At least 2 years' proven experience in: <ul style="list-style-type: none"> <li>• Designing and generating social media content</li> <li>• Maximising reach through digital communications channels</li> <li>• Updating / maintaining a website or online platform</li> <li>• Maintaining multiple social medias channels e.g. Facebook, Twitter, Youtube and Instagram</li> </ul>	X	
	Experience of developing e-newsletters (Mailchimp), preparing publicity materials, displays etc.	X	
	Experience in updating and managing webpages, Facebook,	X	

	Twitter and other social media platforms		
	Experience in the development of innovative marketing approaches to engage users via social media e.g. campaigns, creation of marketing videos, crowd funding	X	
	Experience of providing general financial book keeping services in a funded setting		X
	Knowledge of the NI Community Sector & political system		X
<b>Skills and attributes</b>			
	Accuracy in taking telephone messages, note taking, minute taking and data input	X	
	Sensitive and empathetic approach to clients particularly over the telephone	X	
	Excellent communication and networking skills	X	
	Professional and friendly approach to work	X	
	Excellent organisation and time management skills and ability to prioritise workloads	X	
	Team worker yet able to use own initiative and judgement	X	
	Enthusiastic, motivated and cheerful	X	
<b>Personal values</b>			
	A commitment to and promotion of the values and vision of LGNI	X	
<b>General</b>			
	Willingness to be involved in all aspects of LGNI's work	X	

