

Who are we?

Positive Futures is positive about people. We transform peoples' lives every day. We support people who have a learning / intellectual disability, acquired brain injury and autism.

The bottom line is this: wonderful things can and do happen when people get the right support, at the right time, from the right people.

ABOUT US AND THE ROLE



What does Head of PR, Marketing & Communications do?

You will lead the Public Relations, Marketing and Communications team to enhance our brand visibility, and ensure that all communications are aligned with our mission and values

Who will I be working with?

You can find out about the people you are working with in the attached document: **'Meet us, join us'**.

POSITIVE FUTURES

ACHIEVING DREAMS. TRANSFORMING LIVES.



Job Title	Head of PR, Marketing, and Communications
Reports to	HR Director
Department	PR, Marketing, and Communications Department
Location	Bangor / Hybrid

Purpose of Role

The Head of PR, Marketing and Communications for Positive Futures is a strategic leadership role responsible for managing and overseeing all aspects of public relations (PR), marketing, and internal communications for the organisation across Northern Ireland and Ireland. You will play a pivotal role in promoting Positive Futures' mission, enhancing our brand visibility, and ensuring that all internal and external communications are aligned with our values and goals. Additionally, the Head of PR, Marketing, and Communications will lead stakeholder mapping initiatives and ensure that the department supports the organisation's growth objectives, while fostering effective internal and external communication strategies.

Main Responsibilities

Public Relations:

- Develop and oversee Positive Futures' public relations strategy, ensuring a positive public image and increased visibility within the communities we serve.
- Cultivate and manage relationships with media outlets, journalists, and influencers to secure press coverage, interviews, and features that amplify our work.
- Develop press releases and official statements to share Positive Futures' successes, milestones, and position on key issues.
- Manage crisis communications ensuring a cohesive and confident response to external challenges.

Marketing and Campaigns:

- Develop and implement an integrated marketing strategy to support Positive Futures' organisational growth, increase awareness, and strengthen our presence across the island of Ireland.
- Design, plan, and execute marketing campaigns that highlight the charity's mission, impact, and services to diverse audiences, including funders, partners, and the public.
- Develop a targeted marketing campaign to attract the best talent and support recruitment efforts, showcasing the organisation as an employer of choice.
- Oversee content creation for digital marketing, social media, print, and other media platforms, ensuring consistent messaging and brand alignment.
- Analyse market trends, audience insights, and campaign performance to optimise future strategies, ensuring maximum return on investment.
- Ensure effective channel management through use of the optimal channel mix – socials, website, etc.

Internal Communications:

- Develop and oversee an internal communications strategy, ensuring clear, transparent, and timely communication with all staff and volunteers across the organisation.
- Develop communication tools and channels that foster a positive organisational culture and keep all team members informed about key initiatives, developments, and news.
- Collaborate with the HR team to support internal engagement, culture-building initiatives, and recognition programs that align with the Positive Futures values.
- Oversee the creation and dissemination of internal newsletters, updates, and other communications and to adapt latest trends in best practice in internal communications

Stakeholder Mapping and Engagement:

- Lead on stakeholder mapping initiatives to identify, categorise, and manage key stakeholders including funders, government departments, political representatives, partner organisations including commissioners.
- Build and maintain strong relationships with key stakeholders, ensuring their ongoing engagement and support for Positive Futures' activities and growth.
- Regularly assess and refine stakeholder engagement strategies to ensure they remain aligned with our organisation's changing needs and objectives.

Brand Management:

- Safeguard and enhance the Positive Futures brand by ensuring that all marketing materials, communications, and campaigns are consistent with the organisation's mission, values, and messaging.
- Lead brand development initiatives to refresh and strengthen the organisation's identity as needed, ensuring it resonates with key audiences.
- Oversee the design and production of marketing materials, including brochures, flyers, reports, and videos.

Team Leadership and Development:

- Lead, mentor, and manage team members, ensuring they have the tools, skills, and resources needed to excel in their roles.
- Foster a collaborative and creative environment within the marketing and communications team, encouraging innovation and the development of new ideas.
- Set performance goals and provide regular feedback and support to team members to enhance their professional growth and ensure high performance.

Organisational Growth Support:

- Align the marketing and communications functions with Positive Futures' overall strategic plan, ensuring the department's efforts directly support organisational growth and impact.
- Collaborate with the senior leadership team to develop long-term growth strategies.
- Develop and manage the marketing and communications budget, ensuring resources are allocated effectively to support the organisation's goals.

There may be other duties from time to time as Positive Futures may reasonably require.

How do I apply for this job?

Complete an application form online stating how you meet the following criteria for this job in the shortlisting section of the application form. We will use this shortlisting section to decide whether to invite you to an interview.

To apply for this role, you **MUST** have:

1. A degree level qualification and a minimum of three years' experience working at a senior level* in a Public Relations, Marketing or Communications role to include the management of people.

Or

Five years' experience working at a senior level* in a Public Relations, Marketing or Communications role to include the management of people.

**Senior level is considered to be operating at a leadership level with personal responsibility for a function/service and a budget, and reporting to a Director/Chief Executive.*

2. Evidence of a proven track record in the last five years of working with and developing positive relations with the media.

3. Strong leadership qualities which demonstrate the ability to motivate and influence a range of stakeholders both internal and external to the organisation.
4. Experience of developing and delivering successful PR and Marketing campaigns that raise brand awareness.
5. Evidence of budget management, account management of suppliers and securing financial resources for Public Relations, Marketing or Communications work and campaigns.

If you meet the shortlisting criteria, you will be invited to attend an interview.

To be successful at interview and ensure the people we support receive the highest quality service, you need to:

- Share our **POSITIVE** values
- Have the right skills (or competencies) needed for the job.

Our Values

“Our values” are what underpin everything we do in Positive Futures.

PEOPLE FIRST – the people we support will always be our top priority.

OPPORTUNITIES – we seek out opportunities to make life better for the people we support through the commitment and dedication of our staff and volunteers.

SPEAKING OUT – working in partnership with the people we support, we will champion their rights at every opportunity with decision makers, with government – locally, regionally and nationally – and in the media.

INNOVATION – we are a learning organisation that is always looking for new, creative and better ways to do things.

TENACIOUS – we don't give up – if it needs to be done, we believe it can and will be done.

INVOLVEMENT – the people we support and our staff will always have a say in the running of the organisation and we will celebrate with our partners and stakeholders what we achieve together.

VALUE FOR MONEY – we deliver life-long results and transform peoples' lives in a cost-effective manner.

EXCELLENCE – we will always aim to be the best we can be in supporting people to achieve their dreams and transform their lives.

Our Competencies

Providing Leadership	<ul style="list-style-type: none"> • Able to understand organisational strategy and translate this into practice at an operational level. • Inspire and influence team members and gain respect by creating a clear vision and demonstrating a passion to support people with a learning / intellectual disability, acquired brain injury and autism. • Willing to listen to others, share knowledge and support development within team members • Encourage an environment of continuous learning and self-reflection and openly reflect on own working practice with a willingness to take feedback from others.
Improving Service Quality	<ul style="list-style-type: none"> • Able to deliver a high-quality service for the people we support through strong collaboration with service departments. • Ensure the organisation's strategy and ethos is embedded in team culture and that reporting, regulatory and compliance targets are met.
Managing External Stakeholders	<ul style="list-style-type: none"> • Able to develop and manage external stakeholder relationships, promoting Positive Futures' values positively. • Able to maximise business opportunities through existing networks and identify and secure new business opportunities. • Use an appropriate customer focussed approach and communication.
Managing Your Team Effectively	<ul style="list-style-type: none"> • Manage a staff team which is engaged and motivated towards the achievement of organisational goals. • Ensure all staff members understand their responsibilities and perform to acceptable standards, with any performance issues being managed swiftly and appropriately. • Develop, mentor and coach staff to ensure their personal development needs are met and managed.
Maintaining Commercial Disciplines	<ul style="list-style-type: none"> • Is accountable for the operational performance of the finance team and for supporting financial performance of the services. • Able to manage and deploy allocated resources appropriately. • Able to identify commercial threats and risks and develop plans to help address these.
Personal Development	<ul style="list-style-type: none"> • Able to reflect on self-development needs from a business and personal perspective and address them. • Meet development action plans as agreed with line manager. • Achieve positive feedback on performance from own staff team, peers, senior colleagues and external stakeholders.

The people we support and our staff are at the heart of all that we do.

As a valued member of staff, you can avail of our competitive salary and benefits package

Northern Ireland - <https://bit.ly/3F7kl3F>

Ireland - <https://bit.ly/41u99pv>

Change Record		
Issue date	Nature of change	HRD sign off date
08.01.2025	First issue	03.03.25