

# Relate NI



## APPLICATION PACK

**INVESTORS IN PEOPLE®**  
We invest in people Standard



*Welcome!*

## **DUANE FARRELL, CEO**

Hello and thanks for downloading this recruitment pack and for your interest in joining the team at Relate NI as we seek to ensure that healthy relationships are at the heart of a thriving society here in Northern Ireland.

Relate NI is passionate about enabling good quality relationships for our diverse society in Northern Ireland. Through our experience of working with people across Northern Ireland, we've come to understand that relationships not only give our lives meaning; they are of vital importance to our wellbeing. In fact, good quality relationships are one of the most important assets we have as a society. Research and evidence now demonstrate why good quality relationships matter. Evidence indicates that good quality relationships are a crucial protective factor which can shield us from the effects of long-term health conditions; aid our recovery and can even prevent illness in the first place.

This is an exciting time to join the team at Relate NI team as we celebrate 75 years of providing high-quality support for people and their relationships right across Northern Ireland, and as we look towards the ongoing relationship support needs of people and communities in the years to come.

Here at Relate NI, we understand that our people are the key means through which we support people to improve their lives and relationships.

That's why we pay attention to making Relate NI a great place to work. We achieve this through our pay and benefits package; through attention to living the organisation's values; and through the support provided to our team in their day-to-day work. We were delighted recently that this work was recognised when Relate NI was awarded the Investors in People standard.

So please take some time to find out more about Relate NI, the work we do and why you should think about submitting an application to come and join us to make a difference in the lives of people and communities right across Northern Ireland.

We look forward to receiving your application.

Duane Farrell, CEO



# ABOUT RELATE NI

Relate NI is a charity with a mission to make expert information and support for healthy relationships available for everyone. Our vision is of a future where healthy relationships are at the heart of a thriving society. We have a number of ways in which we do this:

## **1 - Provision of Therapeutic Services**

Our core service and what we are best known for is the counselling support we have provided to people across Northern Ireland for more than 75 years. We provide counselling in the community to families, couples, individuals, teenagers and children from our premises in Belfast and Portadown, and through our out centres in Foyle, Coleraine and Ballymena. Our counsellors are qualified and have several years of experience in relationship counselling. Relate NI is registered with the British Association of Counselling and Psychotherapy (BACP) and adheres to its professional standards. We also work with community-based organisations in Belfast to provide counselling and other support to primary school children through the FSCN, MuMO and STEP programmes.

## **2 – Provision of Education and Training Programmes**

Relate NI has always advocated for Relationship and Sexuality Education and works in partnership with Nexus NI and The Rainbow Project to provide this to young people aged 15 and 16 years through a range of host organisations working with young people across Northern Ireland. The programme is supported by the Public Health Agency. We also deliver a CPCAB Level V Diploma in Relationship Counselling.

## **3 – Delivery of Projects**

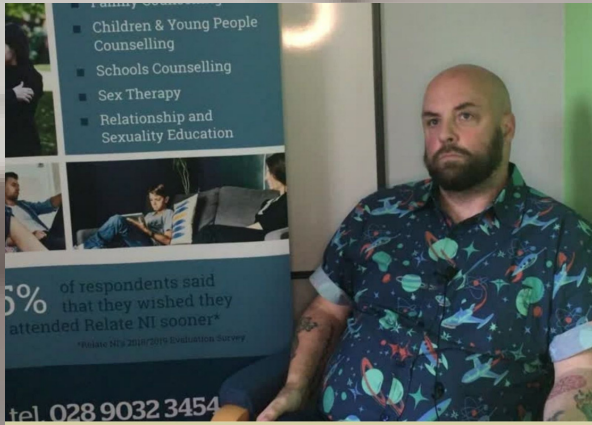
Here at Relate NI, we are always looking for new ways to provide high-quality and accessible relationship support to people. The Sustaining Healthy Relationships project is a new and innovative venture which has been supported through the Dormant Accounts Fund. Through this project, we want to transform the way we work with and provide support to people by taking our educational interventions into the heart of communities with a view to preventing and or reducing relationship stress through providing tools and techniques to encourage, nurture and strengthen the foundational relationships that bring us joy and improve our mental and physical wellbeing. We provide education interventions to people involved in a range of youth and community groups through this programme.

We also deliver the Golden Threads Programme as we know that healthy relationships are the golden threads that bind our communities together. They are a fundamental cornerstone of our health and mental wellbeing. People who are more socially connected to family, friends, or their community are happier, physically healthier and live longer, with fewer mental health problems than people who are less well connected. With funding from the DoH Mental Health Support Fund through the Community

## **2021 Good Governance Award Winners (Medium Size Organisation)**



# HELP US MAKE A DIFFERENCE IN THE LIVES OF PEOPLE ACROSS NORTHERN IRELAND



“  
"Relate NI not only saved our Marriage, but they quite possibly saved our lives as well"  
- Nick,  
Attended Couples Counselling Service  
”

Relate NI



“  
"I really enjoyed the Sustaining Healthy Relationships workshop, it has made me feel so positive to move forward. Amazing class!"  
- Participant of Sustaining Healthy Relationships Workshop  
(Sure Start, West Belfast Area)  
”

Relate NI



“  
"It's important to nurture your relationships as they are really good for us. It's about asking for help & Relate NI is a good place to start. You will find really good resources to protect your relationships on their website!"  
- Professor Siobhan O'Neill, NI Mental Health Champion)  
”

Relate NI



“  
"Nicest place I have worked for. Genuinely care about their staff and the work they do!"  
- Holly Nesbitt, Front of House/ Receptionist 2021  
”

Relate NI

# WORKING AT RELATE NI

Relate NI is an accredited Investor in People and to that end we are keen to support our staff through learning and development and continuous professional development opportunities. We provide all our staff with line management support and our counsellors with clinical supervision, both individual and group. Relate NI also provide all mandatory training at no cost to clinical employees.

Relate NI is accredited to provide CPCAB qualifications including a bespoke Level 5 Diploma in Relationship Counselling and can offer subsidised routes for those working with the organisation interested in completing this.

Following our recent re-accreditation for Investors in People here is what some of our staff said about working with Relate NI:

“I get a sense of helping people – doing something for a purpose”

“We are trusted to do what we do, professionally and ethically”

“I came to work in Relate NI because I wanted to do something that improves peoples’ lives”

“I was made feel very welcome; a valued member of the team”

“Takes the time to keep you up to date with what is happening and gives me feedback on how I am doing”

“Every year there has been improvement”

“We put relationships at the core of what we do, and that includes working with each other”



Relate NI

**87% of people told us that relationship support helped to improve their well-being**

# RELATE NI BENEFITS

We continually review our pay and benefits package to make sure that Relate NI offers the best possible experience to our team. The pay and benefits package currently includes:

- All employees are enrolled in the organisation's Group Life Assurance Scheme which provides a payment equivalent to 4 times the annual salary
- Access to a pension scheme with 5% employee contributions matched by 3% employers' contributions.
- Annual & Statutory Leave Entitlement (Pro Rate - as per Job Description).
- Access to health and well-being support through our Employee Assistance Programme
- All clinical roles receive access to paid clinical supervision and the option of participating in a monthly Reflexive Supervision Group (RSG)
- Access to support with CPD, both mandatory and discretionary

## 2022 Trustee of the Year Winner (Aidan Bennett, Chair)





<b>Job Title</b>	Marketing, Communications and Engagement Lead
<b>Place of Work</b>	Based in 3 Glengall Street, Belfast, with travel through Northern Ireland as required
<b>Reports to</b>	CEO
<b>Salary</b>	£28,825
<b>Working Hours</b>	35 Hours per week which may include evening and weekend hours. On occasions, the demands of the job may require work outside these hours, arrangements to be agreed between manager and post holder
<b>Holiday Allowance</b>	25 days per year 12 statutory days The Relate NI holiday year runs from 1 April to 31 March.

## Background

Relate NI is the leading relationship support charity in Northern Ireland and has been working to support people and their relationships since 1948. We provide a range of therapeutic services and education programmes to people throughout Northern Ireland. Our vision is of a future where healthy relationships are at the heart of a thriving society, and our mission is to make expert information and support for healthy relationships available to everyone.

**we  
can  
Relate**

## Overall Job Purpose

The Marketing, Communications and Engagement Lead is an existing role within Relate NI, focused on achieving ongoing improvements in Relate NI's profile among stakeholder groups and building awareness of Relate NI services across Northern Ireland. The role sits as part of the organisation's Operational Leadership Team responsible for effectively coordinating activity across the organisations teams to deliver high quality relationship support services and programmes across Northern Ireland. Specifically, the role will be responsible for:

- Provide leadership to the development and delivery of the Marketing, Communications and Engagement function.
- Promote and drive engagement with Relate NI services and mission through information and communications activity.
- Develop and deliver a range of campaigns in line with Relate NI vision and mission.
- Support organisational sustainability through management of the organisation's fundraising function.
- Provide project management support to key projects within the organisation.

## Main Duties and responsibilities: -

*Provide leadership to the development and delivery of the Marketing, Communications and Engagement function.*

- Work collaboratively with colleagues to prepare annual work plans, performance measures, and report on same
- To map and resource communications activity with key organisational stakeholders.
- To manage and coordinate additional Relate NI resources as required e.g., Placement students.
- Provide and maintain frameworks which promote and enable the contribution of people across the organisation into Marketing, Communications and Engagement Activity e.g., Content Strategy; Impact stories.
- To model Relate NI values in all interactions with colleagues, trustees, service users and stakeholders.

*Driving engagement with Relate NI services and mission through information and communications activity*

- Provide timely marketing, communications and engagement advice to the CEO and Senior Management Team
- Ensure the timely marketing and promotion of Relate NI programmes and services to the public and to key referral stakeholder groups on an ongoing basis.
- Develop and coordinate the delivery of a stakeholder engagement strategy to build on existing relationships and develop new relationships in line with vision and mission.
- Develop and monitor a range of communications and engagement performance indicators to support performance monitoring and planning.
- Develop a suite of online and offline communications and information products relevant to stakeholder needs, working collaboratively with Relate NI colleagues.

- Develop, maintain and update Relate NI webpage and social media channels, growing a diverse community of interest for Relate NI products and services.
- Coordinate response to media enquiries and public enquiries through social media channels.
- Develop and implement an effective internal communications strategy across the Relate NI team
- Advise on the range of ICT solutions and programmes required to deliver the annual plan
- Effectively promote national contracts through stakeholder relationships and bespoke content
- Develop and deliver communications and engagement priorities for the Golden Threads project

*Develop and deliver a range of campaigns in line with Relate NI vision and mission*

- To deliver an annual campaigns calendar based on emerging trends and evidence of needs and experiences of people and communities throughout Northern Ireland.
- To prepare, maintain and coordinate the delivery of a framework to support the development of Relate NI information resources which promote healthy relationships.
- To prepare and deliver campaign plans, working collaboratively with colleagues in Relate NI and partners outside the organisation to maximise impact.
- To plan opportunities to integrate Relate NI messages to wider public campaigns as appropriate.
- To work in partnership with Clinical Services and Business Operations colleagues team to develop relevant and engaging content to support campaign objectives.
- To establish meaningful evaluation and impact measures for campaigns and gather data to monitor and report on campaign impacts.

Support organisational sustainability through management of the organisation's fundraising function.

- Provide leadership and management support to the Fundraising Officer.
- Work alongside the CEO to provide strategic direction to the organisation's fundraising plans and impact.
- Work collaboratively with colleagues to ensure that fundraising activity is effectively integrated across the organisation's activities.
- Oversee the coordination of a stakeholder engagement plan to support the organisation's fundraising plans.
- Report on the impact of fundraising activity.

Provide project management support to key projects within the organisation.

- To act as project manager for the Golden Threads project.
- To lead planning and reporting for identified projects.
- To provide line management support to key project staff as agreed.

This role will may require some travelling throughout Northern Ireland and will require access to a mode of transport

This job description is neither exhaustive nor exclusive and the post holder will be expected to undertake duties within competence which are required in line with the overall job purpose. The role profile may be reviewed and amended in the future to include any other reasonable duties, projects or tasks as may be requested from time to time and to reflect changing organisational requirements, strategic or operational priorities, and changing staffing levels.

## PERSON SPECIFICATION – Marketing, Communication and Engagement Lead

<b>Education</b>	<ul style="list-style-type: none"> <li>• Degree in a relevant discipline (Desirable)</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge of best practice in campaign development and execution</li> <li>• Knowledge of stakeholder mapping and engagement mechanisms</li> <li>• Knowledge of digital communication channels and how to maximise engagement through these channels</li> <li>• Contemporary knowledge of current issues facing families, couples and children and young people</li> <li>• A strong understanding of best practice in fundraising</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills with previous experience of report writing, delivering presentations and building relationships</li> <li>• Strong project management skills including excellent organizational, planning and time management skills</li> <li>• The ability to critically analyse information and interpret research</li> <li>• Strong IT Skills and the ability to use computer software packages and apps</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Minimum 1 years’ experience in a similar role incorporating management level responsibility in a marketing and communications related environment</li> <li>• Minimum of 1 years Project management experience which includes staff management</li> <li>• Experience of developing plans at a team or departmental level including monitoring activity and outcomes</li> <li>• Experience of planning and implementing campaigns, including on digital and social channels</li> </ul>

<b>Personal Characteristics</b>	<ul style="list-style-type: none"><li>• Demonstrate a commitment to Relate NI's vision, mission and values</li><li>• Ability to prioritise, meet deadlines and use own initiative</li><li>• Problem solving and solution focused in the work arena</li><li>• Demonstrate commitment to the principle and practice of continuous improvement</li><li>• Team player</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>• Access to a car with appropriate insurance and a valid driving license or be otherwise able to fulfil the mobility requirements of the post</li></ul>

