

POSITION:	Marketing Executive
EMPLOYER:	Northern Ireland Chamber of Commerce and Industry (NI Chamber)
RESPONSIBLE TO:	Head of Communications & Policy
LOCATION:	40 Linenhall Street Belfast BT2 8BA (currently home-working)
SALARY:	Competitive, plus benefits

Northern Ireland Chamber of Commerce and Industry (NI Chamber) is seeking a talented marketing professional to join our award winning team.

Established in 1783, NI Chamber is an award winning, quality assured, customer focused membership organisation. It is also a well-known network for business with a membership of 1,200 businesses representing over 100,000 employees. It includes Corporates, SMEs and Micro businesses from a wide-range of sectors including manufacturing, IT, financial services, agri-foods and the professions.

OUR PURPOSE AND VISION

NI Chamber's role is to enable members to grow their businesses locally and internationally and drive the development of the economy. We are committed to building a private sector global network that is cohesive and working alongside Government to grow export. As an accredited member of British Chambers of Commerce, and member of the British Irish Chamber, International Chambers of Commerce and World Chambers Federation we are linked to the world wide chamber network.

Our award winning Chamber team is therefore committed to customer service and the commercial success of our members.

SERVICES AND EXPERTISE

NI Chamber is recognised for helping businesses grow in the following ways:

- Networking and events - hosting 70+ events per annum with over 6,000 delegates in person and online
- Build members brand through multiple platforms
- Business Support programmes including business growth, export and meet the buyer events
- Export documentation service and training
- International Trade and Customs Services and training
- Representing the views of our members to government and key decision makers.

OUR VALUES

- **Respect** - Consideration and trust, flexibility; shared goals; supporting and learning from each other; open communication
- **Excellence** - Personal accountability taking ownership; enthusiasm/passion/drive/energy
- **Innovation** - Adaptability; challenges processes; benchmarking; self-learning and personal development
- **Customer Centric** - Integrity; commitment; creating trust; awareness of competitors; ownership and interpersonal skills.

OUR PEOPLE

NI Chamber is committed to the professional development of all of our team to ensure that everyone can perform at their best and grow professionally in their roles. We provide induction and ongoing training and development and actively seek opportunities for staff to develop new skills and take ownership of projects and initiatives, helping our people to fulfil their career aspirations.

KEY TASKS

- Provide engaging and informative copy across core business areas including events, programmes, training and membership, identifying benefits to the intended audience
- Generate email marketing communications for these core business areas – as well as monthly and weekly newsletters for the NI Chamber membership
- Create a regular calendar of digital and social media content for marketing campaigns, driving web traffic and social engagement (including Twitter, Facebook, LinkedIn and Instagram)
- Upload content to the NI Chamber website on a daily basis
- Liaise with Campaigns, Events and Business Development teams for effective targeting of marketing campaigns with responsibility for generating new membership leads.
- Prepare effective presentations for the NI Chamber team
- Support the realisation of NI Chamber's sponsor agreements by facilitating contractual communications elements in a timely and effective manner
- Support the collection and maintenance of the company's corporate database ensuring that the database is compliant with current Regulatory and Legislative requirements
- Assist in the delivery of the overall NI Chamber strategy
- Report on marketing campaigns via internal dashboards (Microsoft Dynamics and PowerBi) and to NI Chamber partners via annual reports
- Perform duties to the standards laid down in specific quality standards such as ISO 9001 procedure as per NI Chamber's procedure manual
- Undertake any other duties required, as directed by the Head of Communications & Policy, the Communications Manager and the Chief Executive of NI Chamber.

It is expected that the role will evolve and transform, the post holder will therefore be expected to be flexible and adaptable to meet the changing needs and requirements of the organisation.

PROFESSIONAL CRITERIA

1. Educated to degree level or equivalent in Marketing, Business, Communications or a related field - or demonstrate at least three years relevant experience
2. 2+ years' experience of working in a similar role focused on business Marketing/PR
3. Evidence of appropriate and engaging business writing, editing and proof-reading skills
4. Competence in using MS Office MS Teams and Zoom
5. Experience of working with systems including WordPress and Mail Chimp
6. Experience of writing and distributing press releases to local media (Desirable)
7. Experience of Photoshop (Desirable)
8. Membership of a relevant professional body (Desirable)

PERSONAL CRITERIA

1. Excellent verbal and written communication skills
2. Excellent time management and organisational skills
3. Ability to work to deadlines and targets
4. Excellent attention to detail
5. Ability to manage multiple priorities and tasks simultaneously.
6. Willingness to work flexibly with a helpful "can do" attitude
7. Understanding of the current NI business environment (Desirable)

APPLICATION PROCESS

Please submit your CV with a covering letter outlining how you meet the criteria by email to christopher.morrow@northernirelandchamber.com

KEY DATES

Closing date for applicants – Monday 26 April 2021 at 12 noon with remote interviews on Thursday 29 April 2021.