

## **Development Trusts Northern Ireland (DTNI) Civic Engagement Officer - Newry Mourne and Down**

### **Recruitment pack**

Thank you for your interest in the position of **Civic Engagement Officer – Newry Mourne & Down**. This pack is intended to provide all the information you need to apply for this role.

### **Equality and diversity**

Development Trusts Northern Ireland (DTNI) recognises the value that people from all backgrounds can bring to the community sector. A diverse, representative workforce, where views are valued and championed, will enable DTNI to achieve this. We are committed to providing equality of opportunity and if you have a disability, we would be happy to discuss any reasonable adjustments to enable you to fulfil the role.

### **Recruitment timetable**

Post Advertised	Week commencing 17 <sup>th</sup> June 2021
Submission deadline	2 <sup>nd</sup> July 2021 at 12 Noon
Interview and appointment	Late July (date TBC)
Start date	Early September (date TBA)

**Please return your completed application to:**

**Margaret Craig, Project Manager at [margaret.craig@dtni.org.uk](mailto:margaret.craig@dtni.org.uk)**

**THE CLOSING DATE FOR APPLICATIONS IS 12 NOON FRIDAY 2<sup>nd</sup> JULY 2021.**  
**Late or incomplete entries will not be accepted.**

This post is supported and funded by:

Newry Mourne and Down Community Planning Partnership and funded by  
The Community Foundation Northern Ireland (CFNI) Civic Innovation Programme.



## SUMMARY OF EMPLOYMENT DETAILS

<b>Job Title:</b>	Civic Engagement Officer – Newry Mourne and Down
<b>Salary:</b>	£27,041 per annum
<b>Hours:</b>	37 hours per week. Part-time of 28 hours will be considered
<b>Reporting to:</b>	Project Manager DTNI
<b>Holidays:</b>	25 days per year plus bank holidays (pro rata for part-time hours)
<b>Tenure:</b>	Initially for 12 months with the possibility of an extension.
<b>Location:</b>	Ideally within the Newry Mourne and Down area. We will discuss with the successful candidate their place of work. This could be working from home or/and at an agreed organisation within Newry Mourne and Down Council area. There will be a requirement to occasionally work at DTNI's offices in Belfast.

### About Development Trusts Northern Ireland (DTNI)

Development Trusts NI is a member-led organisation and a third sector partner to the Department for Communities (DfC) for the delivery of the Community Asset Transfer (CAT) policy. In addition to the community asset transfer work, DTNI has been funded by the Friends Provident Foundation to explore and demonstrate the effectiveness of a social public partnership model in fostering resilience in local economies by embracing the principles of community wealth building. Check out [www.dtni.org.uk](http://www.dtni.org.uk) for more information on our work.

DTNI are the lead organisation for this NM&D Citizens E-Panel Living Well Together project, in association with the Newry Mourne and Down Strategic Stakeholders Forum (SSF) and several partners from the NM&D Community Planning Partnership including NM&D District Council.

### About the Newry Mourne and Down Civic Engagement Project

The NM&D Citizens E-Panel – Living Well Together project is an initiative of the Newry Mourne and Down (NM&D) Community Planning Partnership (CPP). It is funded by the Community Foundation Northern Ireland through its Civic Innovation Programme which supports projects to deliver greater public influence over key societal issues, as well as demonstrate how a more participative and deliberative model of democracy can build a better Northern Ireland for everyone.

A project steering group has been established that includes representatives from DTNI, County Down Rural Community Network, NM&D District Council, SE Health & Social Care Trust, and the local colleges SERC and SRC. The steering group have successfully delivered a pilot civic engagement project and now require the support of an officer to work with them and the community and statutory partners to deliver the next phase of the NM&D Citizens E-Panel – Living Well Together.

## Job Description

<b>Role Profile</b>	<b>Civic Engagement Officer – Newry Mourne &amp; Down</b>
<b>Reporting to:</b>	Project Manager – DTNI
<b>Hours:</b>	37 hours per week (Part-time 28 hours will be considered)
<b>Salary:</b>	£27,041 per annum (Pro rata for part-time)
<b>Main Job Purpose:</b>	
<p>The main purpose of the role is to shape and distribute several civic engagements initiatives using a digital platform to deliver and stimulate a change and introduce a more innovative approach of engaging with citizens in Newry Mourne and Down.</p> <p>The post holder will be involved in (but not limited to) the codesign of the engagement projects presented by a principal stakeholder. This will include working closely with one or more individuals from the stakeholder’s organisation to research, scope, deliver, and report on a number of important civic engagements and deliver agreed outcomes. Those organisations may include regional policy makers, NM&amp;D CPP members, local Council departments and community and local development trusts.</p> <p>Using licensed software via an online platform, the post holder will manage the site, create online content, and utilise tools such as forums, ideation, surveys, polls, conferences, and other media to attract the interest of local citizens. The site will specifically target the disengaged and seldom heard, by speaking their language and encouraging them to use their voice and give their opinions and thoughts on policy decisions and local priority proposal issues specific to NM&amp;D.</p>	
<b>The Civic Engagement Officer Role:</b>	
<p>The role provides an exciting opportunity for a person with experience of community and stakeholder engagement. Someone who is digitally savvy with excellent marketing, communication, and the analytical skills required to develop and manage an online e-citizens panel.</p> <p>In addition to digital, marketing, and analytical skills, the role will require a person who is community focused, comfortable consulting with a diverse range of groups and with individuals at various levels of seniority in an organisation. They will be self-motivated, organised, articulate and able to clearly present results using a range of technology, in both written and verbal presentations.</p> <p>To establish the e-citizens panel, it will require the post holder to recruit a group of up to 500+ local citizens who are demographically representative and willing to be contacted regularly on any, or a specific area of consultation. They will refresh and analyse the citizen database regularly throughout the project in order to keep the panel numbers sufficiently high so as to ensure diversity of opinion and comment is achieved for all public civic engagements.</p>	

## Key areas of responsibility:

### Civic Stakeholder Engagement

- Work closely with the NM&D project steering group to agree suitable online civic engagement projects aligned to the strategic priorities of the NM&D community plan.
- Engage and establish relationships with key stakeholders including NM&D community planning partnership members, council officers and community organisations.
- Provide support to principal stakeholders undertaking an online engagement project by understanding their needs and ambitions, presenting their engagement information attractively and accurately on the citizens panel platform to attract citizens' interest.

### The Citizens E-panel

- Attract a demographically representative group of around 500+ citizens.
- Use appropriate sampling techniques to ensure that panels have appropriate levels of representation across demographic groups.
- Regularly refresh and analyse the composition of panel members to ensure it is geographically and demographically spread to represent citizens in the NM&D area.
- Use a licensed online platform and software supplied by Bang the Table (Engagement HQ) to efficiently deliver engagements across various channels and formats.
- Manage each level of an engagement project adjusting online information quickly and accurately during live projects on the engagement platform.
- Track data and online activity daily and report accordingly.
- Analyse online feedback identifying areas of interest, critical issues, and missing demographics to allow for informed decisions to be taken by stakeholders.
- Monitor and report on all online activity to allow for reporting to funders.

### Marketing and promotion activity

- Design a registration form for the enrolment of citizens on the engagement platform and maintain full and careful records of registrations complying fully with GDPR.
- Develop and manage online content for the platform as directed by a principal stakeholder undertaking an engagement and the NM&D steering group.
- Creatively utilise online tools such as forums, ideation, surveys, polls, conferences, and other media to attract interest and encourage participation in the consultation activity.
- Generate compelling content for social media outlets, including planning, creating high quality infographics, editing photos, generating eye-catching graphic designs, and writing informative texts.

- Distribute content and utilise digital media channels and websites to promote the project, make the most of the sites of stakeholders involved in the project.
- Generate, analyse and deliver reports using data from the online platform
- Improve the understanding amongst statutory and other agencies as to how the citizens e-panel will operate and its benefit to them where appropriate.

### **General**

- Organise and participate in meetings relevant to the project.
- Build relationships with all stakeholders and maintain a strong network of contacts.
- Work unsupervised, providing timely evaluation and reports on activities carried out.
- Analyse data and provide reports, written and oral as required.
- Organise oneself in order to meet stringent delivery deadlines.
- Work unsociable hours when required in order to meet the requirements of the role.
- Undertake any project relevant activities, duties and contracts as directed by the project manager and project steering group.

## Personal Specification

<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	
<p>A minimum of a Level 5 qualification (or higher) in a relevant area.</p> <p>Community Development, Digital/ICT, Business, Marketing or Project Development</p>	<p>A minimum of a degree in a relevant area.</p> <p>Digital/ICT, Business, Marketing, Project Management, Social Sciences.</p>
<b>Experience, skills, and aptitudes</b>	
<p>A minimum of 3 years recent paid work experience in Community Development, Civic Engagement. Project or Social/Business/Market Research</p>	<p>Experience of Civic Engagement using an online platform for voluntary and statutory bodies</p>
<p>Direct experience of partnership working and project planning for, or with the public, private or third sector</p> <p>Experience of working with community organisations to achieve community outcomes</p>	<p>Wide knowledge of the community sector in NM&amp;D</p> <p>Knowledge of NM&amp;D engagement structures and Community Planning priorities</p>
<p>Direct experience and use of appropriate sampling techniques and engagement methodologies tailored to attract a specific audience/population</p> <p>Experience of creating content, managing and analysing website data and producing infographics to inform decision making.</p>	<p>Developing and implementing innovative engagement methodologies and online tools which are tailored to attract a specific audience</p> <p>Experience using social media for business purposes and public engagement</p>
<p>Excellent written and oral communication skills including the ability prepare reports for senior managers and to give confident and persuasive public presentations</p>	<p>Ability to interpret technical and complex information to the needs of audiences</p>