



Job Description

Engagement Officer – Outreach & Social Media

Advantage is a small, internationally recognised company that specialises in enterprise and employability for young people. We have provided expertise, unique programme design and management in this field for over 30 years for government agencies in NI and worldwide. We have worked or advised on exciting youth enterprise & employability projects around the globe including some of the world's most hostile environments such as Iraq, Afghanistan, Uganda and South Africa or physically tough environments such as Greenland and Siberia.

"I know you have worked tirelessly with young people over the past twenty years...and have designed, developed and delivered innovative programmes to change the hearts and minds of young people."

- Minister for Enterprise, Trade and Investment

Job Content:

The Engagement Officer will play a crucial role in promoting Advantage's projects and social enterprises through outreach initiatives and social media. This position involves developing and implementing outreach strategies, managing social media platforms, creating engaging content, and fostering community relationships. The goal is to enhance the visibility and impact of Advantage's programs and initiatives.

This role is part of a development programme that includes leadership training. The successful candidate will participate in Training Days with the Funders, which may require travel to the mainland UK.

Key Responsibilities

Outreach Activities:

- Implement outreach strategies to engage target audiences, including young people, community organisations, and potential partners.
- Establish and maintain relationships with stakeholders, including local businesses, educational institutions, and government agencies.
- Collect and analyse feedback from outreach activities to improve engagement and program effectiveness.

Social Media Content Creation:

- Implement our comprehensive social media strategy aligned with Advantage's goals and objectives.
- Create, schedule, and publish engaging content across various social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.).

- Monitor social media channels, respond to inquiries, and engage with followers to build a strong online community.
- Track and report on social media performance metrics, adjusting strategies as needed to improve reach and engagement.

Project Support:

- Collaborate with the project team members to support the delivery of Advantage’s projects.
- Assist in the development of promotional materials, including brochures, newsletters, and press releases.
- Contribute to the planning and execution of events, workshops, and training sessions.
- Provide administrative support as needed, including data management, report writing, and general office duties.
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Development Programme and Leadership Training:

- Participate in a structured development programme designed to enhance leadership skills and professional growth.
- Attend Training Days organised by the Funders, which may include travel to mainland UK.
- Engage in continuous learning and development opportunities provided as part of the programme.

Essential Criteria

- Strong interpersonal skills with the ability to engage and inspire diverse audiences.
- Excellent written and oral communication skills.
- Ability to think creatively, be an effective storyteller and turn concepts into compelling content.
- Strong organisational skills and attention to detail.
- Proficiency in graphic design tools and video editing software (Such as Canva)
- Up-to-date knowledge of social media trends, how and when to use them, best practices, and advertising formats.
- Ability to work collaboratively, while also being able to independently manage projects.
- 1-3 years of experience in digital marketing, content creation and social media strategy.
- Full driving license and access to a vehicle (or ability to meet transportation needs).
- Subject to a full external background check.

Desirable Criteria

- Bachelor's degree or Relevant Qualifications in marketing, graphic design, communications, or a related field

Or

- Bachelors degree or relevant qualifications in Community Development or a related field
- Practical Knowledge of analytics tools (Hootsuite, Business Suite etc)
- Experience in community outreach or community engagement.
- Strong presentation skills, with the ability to articulate concepts and ideas effectively
- Knowledge of Social Enterprise and/or VCSE Sector

Working Conditions

The role will involve travel for outreach activities. Must have appropriate insurance to cover use of own vehicle for business travel.

A mobile phone and laptop will be provided.

This role will be subject to an Access NI.

35 Hours per week: Monday to Thursday 8am-4pm, Friday 8am – 1pm

Some evening, weekend and overnight work possible but any hours worked over and above those contracted can be taken in lieu.

Flexibility within these working hours can be discussed and agreed in advance with the Director.

Salary

£22,932 Pro Rata

Performance Standards

The company expects the highest professional performance standards from all staff coupled with flexibility, proactivity and a positive attitude.

Advantage expects employees:

- To deliver what is promised
- To make every pound count
- To deal honestly and with integrity
- To deliver and maintain good business relations
- To realise that working together we achieve more.