

# HERITAGE FUND



## CAUSEWAY COAST & GLENS HERITAGE TRUST

Information pack for candidates for the post of  
**Causeway Coast & Glens Heritage Trust Fundraising and Communications Officer**

Dear Applicant,

Please find enclosed an application pack for the post of **Causeway Coast & Glens Heritage Trust Fundraising and Communications Officer** which contains the following items:

Section 1: Background to Causeway Coast Glens Heritage Trust (CCGHT) and the post of Causeway Coast & Glens Heritage Trust Fundraising and Communications Officer. **You are also asked to complete a monitoring form (Section 6).**

3. It is your responsibility to ensure that sufficient information is provided to enable a short listing panel to assess your suitability for this post. **Please show clearly in your application how you meet the essential and enhanced criteria.**
4. Applications, CVs and attached sheets:
  - Completed applications should be emailed to [info@ccght.org](mailto:info@ccght.org).
  - CVs **will not** be considered.
  - Attached sheets will only be considered where they are continuation sheets of a section of the application form where insufficient room was available to include all the necessary details.
5. It is the responsibility of the applicant to ensure that sections 4 and 5 are completed and returned to CCGHT by **12 noon on Tuesday 7<sup>th</sup> June 2022**

Your equal opportunities monitoring form (section 6) must also be completed and returned in a separate email or envelope, clearly marked 'Monitoring Form'.

6. Interviews are likely to take place in person on **Wednesday 22<sup>nd</sup> June and Thursday 23<sup>rd</sup> June** at a venue to be decided. If you have access issues or would prefer to meet via digital platform please let CCGHT know in advance.
7. Under section 8 of the Asylum and Immigration Act 1996, all successful applicants must provide documentary evidence of their identity for verification and photocopying.

#### SECTION 1: BACKGROUND TO CCGHT AND THE POST OF AONB/WHS PROJECT OFFICER

The Causeway Coast & Glens Heritage Trust (CCGHT) is a public/private/voluntary sector partnership set up in 2002. It is a company limited by guarantee, and achieved charitable status in 2017. It is managed by a Board of 14 Directors and 4 advisors including representatives of the local councils, voluntary sector bodies, representative organisations and community networks. The Heritage Trust is managed by the Chief Executive who has a small core staff team (currently 8 team members), supplemented by other staff brought in to deliver specific programmes and projects on a time bound basis.

The aim of the Heritage Trust is:

*“To raise awareness of the special qualities of the natural, built and cultural heritage of the Causeway Coast and Glens’ area including the Antrim Coast and Glens, Binevenagh and the Causeway Coast Areas of Outstanding Natural Beauty; and to promote environmental management and sustainable development that aims to conserve and enhance the unique heritage of the area for the benefit of all.”*

Our objectives are:

- To develop sustainable and effective partnerships
- To raise awareness of the unique and special qualities/character, in both landscape and heritage terms (natural, built and cultural) of the 3 AONBs and their surrounding area
- To deliver an excellent protected area management provision for the CCGHT geographical area
- To ensure best practice in sustainable development principles throughout CCGHT geographical area
- To deliver a sustainable, efficient and effective core activity/management for CCGHT

CCGHT has responsibility for a large area of Northern Ireland covering the council areas of Causeway Coast and Glens and Mid and East Antrim Borough Councils. The area is situated along the coasts of counties Antrim and Londonderry. It includes three Areas of Outstanding Natural Beauty (AONB) - Binevenagh, Causeway Coast (including the Giant’s Causeway and

Causeway Coast UNESCO World Heritage Site, Northern Ireland's only WHS designation) and Antrim Coast and Glens (including Northern Ireland's only inhabited offshore island – Rathlin Island). It also includes several Ramsar sites which all have international importance for their bird life alongside many Special Areas of Conservation, Special Protection Areas and Areas of Special Scientific Interest.

The Heritage Trust's area has the longest settlement record in Ireland and therefore has a rich archaeological heritage. It includes over 2,000 listed buildings, 7 conservation areas, including a number of coastal villages and a number of unique settlements. The area's rich cultural heritage coupled with its natural beauty makes it a popular holiday destination. The locality includes several major retail centres, ferry ports and major population settlements. Both tourism and agriculture continue to be very important economic drivers and play an important role in local people's livelihoods.

The Heritage Trust has responsibility for promoting environmental management of the area, raising awareness of the unique character and special qualities of the area, while at the same time supporting sustainable development principles which can benefit both visitors and the people who live and work in the area. CCGHT has no statutory powers and as such seeks to influence and work in partnership with a range of statutory and other bodies to achieve its aims and objectives. In addition to influencing strategic direction, the Heritage Trust secures (and at times distributes) funding to assist it to implement and deliver its own objectives. It supports the development of strategies and the delivery of programmes and plans which aim to ensure the long-term benefit of the area and to balance this with current economic development in a sustainable manner. The three AONB Management Plans are excellent examples of this.

The Heritage Trust's activities are currently supported through funding from the two Borough Councils, Tourism Northern Ireland and the Northern Ireland Environment Agency (NIEA). Additional project activity is supported through external funding from a number of sources including the Heritage Lottery Fund, European Union sources, Foundations, etc.

**SECTION 2: JOB DESCRIPTION**



**CAUSEWAY COAST & GLENS  
HERITAGE TRUST**

**JOB DESCRIPTION**

**Post Title:** Causeway Coast & Glens Heritage Trust Fundraising and Communications Officer  
**Employer:** Causeway Coast and Glens Heritage Trust

**Responsible to:** Corporate Services Manager

**Reporting to:** Corporate Services Manager, CEO, CCGHT Board and Management Group members

**Responsible for:**

- Fundraising to support and match-fund new and existing activities.
- Identifying and exploring relevant funding sources;
- Developing and strengthening CCGHT communication across all platforms.

**Based At:** Offices of CCGHT, Armoy, Co Antrim however due to the COVID situation working from home will be expected for a period of time.

**Start date** As soon as possible following appointment

**Overall Purpose of the job:**

CCGHT is looking for a new Fundraising and Communications officer to support the CCGHT Management Team to deliver all aspects of fundraising, membership and income growth, and to increase awareness of CCGHT's work both internally and externally.

## **KEY DUTIES**

- **Income Generation**

1. Working with the Management team to develop and deliver a funding and earned income strategy, setting and agreeing priorities to deliver annual income targets. Review, refine and develop existing activities and seek further income sources from new programmes and partners.
2. Supporting the Management team in the planning, implementation and management of income generating activities.
3. Fundraising: Planning and promotion of fundraising campaigns: Plan engaging fundraising appeals that resonate with our supporters. Promoting campaigns effectively across a multitude of communication channels to ensure maximum awareness.
4. Fundraising: Corporate Sponsorship and Giving: Help develop a strategy to generate significant and sustainable additional income streams. Helping maintain long-term relationships with key partners and businesses and help manage those relationships to help ensure future support.
5. Building effective proposals and delivering strong presentations to potential funders
6. Responding to general enquires and acknowledging one-off donations

- **Awareness Raising & Marketing**

1. Brand positioning: Working with the CCGHT Management team to manage all aspects of the brand management across all touch points, online, in print and across all CCGHT sites and activities. Deliver account management of design agencies, website developer, magazine production and all other external marketing support.
2. Deliver and manage all digital marketing channels: Managing and delivery of all aspects of the website and social media, ensuring they comply with access, awareness, membership and fundraising delivery targets.
3. Events management oversight and delivery of events programme and major flagship events to ensure that they are run and promoted successfully to delivery and support the charities awareness and income targets.
4. Developing and delivering integrated communications campaigns across PR, advertising, direct marketing, digital and social media
5. Writing press releases, organising press calls, responding to media enquiries
6. Maintaining and growing the Trust's supporter database
7. Overseeing the design, production and copy-writing of all print material
8. Maintaining a database of photos, case studies and research/evidence to promote our work

- **Other ad hoc duties when required**

## **CONDITIONS OF APPOINTMENT**

Salary: NJC Scale - Range 19 – 25 (£25,927 - £30,095 per annum).

New appointees are expected to commence employment at the bottom of the scale.

A pension scheme is in place in which staff must contribute at least 3%. CCGHT will contribute 6%.

The post will be for three years with the possibility of extension subject to satisfactory performance and available funding.

The normal full-time working week is 37 hours and will involve some evening and weekend work to meet the needs of the post.

## **WORKING ARRANGEMENTS**

The post holder will often be required to work with minimum supervision and will on occasions be required to work in a countryside setting and/ or alone in remote locations.

Due to the ongoing Covid-19 situation CCGHT staff are working remotely. CCGHT will ensure that the successful candidate is supplied with the necessary equipment and support to work from home. When restrictions are completely eased CCGHT will review the situation. The post will be based at CCGHT Offices which are currently in Armoy however the successful candidate will be expected to travel to locations throughout the area when required.

**SECTION 3: ESSENTIAL SHORT-LISTING CRITERIA**

<b>Person Specification</b>	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications and Skills</b>		
Customer-focused (internal and external), communications and fundraising Professional with a third level qualification in a relevant field.	✓	
Competent with office IT, web content management systems and all forms of social media	✓	
Current UK valid driving licence and with access to a vehicle (for weekly business use)	✓	
<b>Experience</b>		
Demonstrable appreciation and general understanding of CCGHT work across conservation, planning, community and campaigning and with an affinity for the work of the Trust		✓
Strong written and oral communication skills; able to present information in an effective way to different audiences	✓	
Track record of developing new initiatives with at least three years successful track record in communications, sales and/or fundraising development	✓	
Experience of project management and budget processes		✓
Ability to achieve significant income through securing new business	✓	
Excellent negotiating and influencing skills	✓	
Proactive, innovative and highly organised	✓	
Experience of working and leading volunteers		✓
Experience of working with external clients or stakeholders within a business or charity environment		✓
<b>Abilities and Personal Attributes</b>		
Willing to work weekends and occasionally evenings	✓	
Excellent organisational skills, ability to work under pressure and to meet deadlines	✓	
Ability to deal with the public, CCGHT members and volunteers in a friendly and professional manner in a variety of situations	✓	
Team player, with the ability to work co-operatively with others as part of a team	✓	

**Please Note:**

It is essential that applicants fully describe in the application form how they meet the experience and qualities sought. It is not appropriate simply to list the various posts that have been held. Assumptions will not be made from the title of posting(s) as to the skills and experience that may or may not have been gained.

**SECTION 4: VACANCY APPLICATION FORM**



**Job Ref No: FRC2022**

**Application No:**



- Please write clearly (type or block capitals)
- All information will be treated in confidence and will be used by CCGHT to assess your suitability for the job
- Candidates will be short listed on the basis of information contained in this application and checklist

**The Vacancy**

Job Applied For: \_\_\_\_\_

Where did you see ad? \_\_\_\_\_

Family Name: \_\_\_\_\_

Forename (s): \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Home Tel. No. \_\_\_\_\_

Mobile No. \_\_\_\_\_

Email Address \_\_\_\_\_

NI No. \_\_\_\_\_

Do you hold a current driving license? Yes / No

Are you a car owner or do you have access to a form of transport which will enable you to carry out the duties of this post? Yes / No

**References**

All offers of employment are subject to receipt of satisfactory written references. Please provide the names, telephone numbers, addresses and email addresses of two referees, one of whom should be your present or most recent employer/line manager, and one who knows/has known you in a work capacity and can comment on your suitability for this post.

<b>First Referee</b>	<b>Second Referee</b>
Name: _____	Name: _____
Address _____ _____	Address _____ _____
Tel: _____	Tel: _____
Email: _____	Email: _____
Occupation: _____	Occupation: _____
Relationship to you: _____	Relationship to you: _____

Have you ever been convicted of a criminal offence?  
[Exclude convictions which are spent under the  
Rehabilitation of Offenders (NI Order 1978)]

Yes / No



**Previous Jobs** (Start with present or most recent job)

Name & Address of Employer	Dates employed	Type of Job (give brief description of duties)	Reason for Leaving

[Please attach additional sheet if required]

**Declaration**

I declare that the information I have given is correct.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

## Section 5: JOB COMPETENCIES

### Short listing Criteria- Job Competencies

CCGHT will shortlist for interview only those applicants who appear from the available information to be the most suitable candidates for the post in terms of relevant skills, experience and ability. It is therefore essential that applicants fully describe how they meet each particular requirement, including relevant timescale/duration (i.e. provide dates), of the Short-listing Criteria and possible Enhanced Short-listing Criteria as provided for on Page 6 of this document. To fully describe, please give 2 clear examples of your competency in each area.

To meet the short-listing criteria for Job Competencies, applicants must demonstrate experience and competency in the following 4 areas:

#### **Background in developing new initiatives with at least three years successful track record in communications and fundraising development**

( Max 250 words)

**Strong written and oral communication skills; able to present information in an effective way to different audiences**

( Max 250 words)

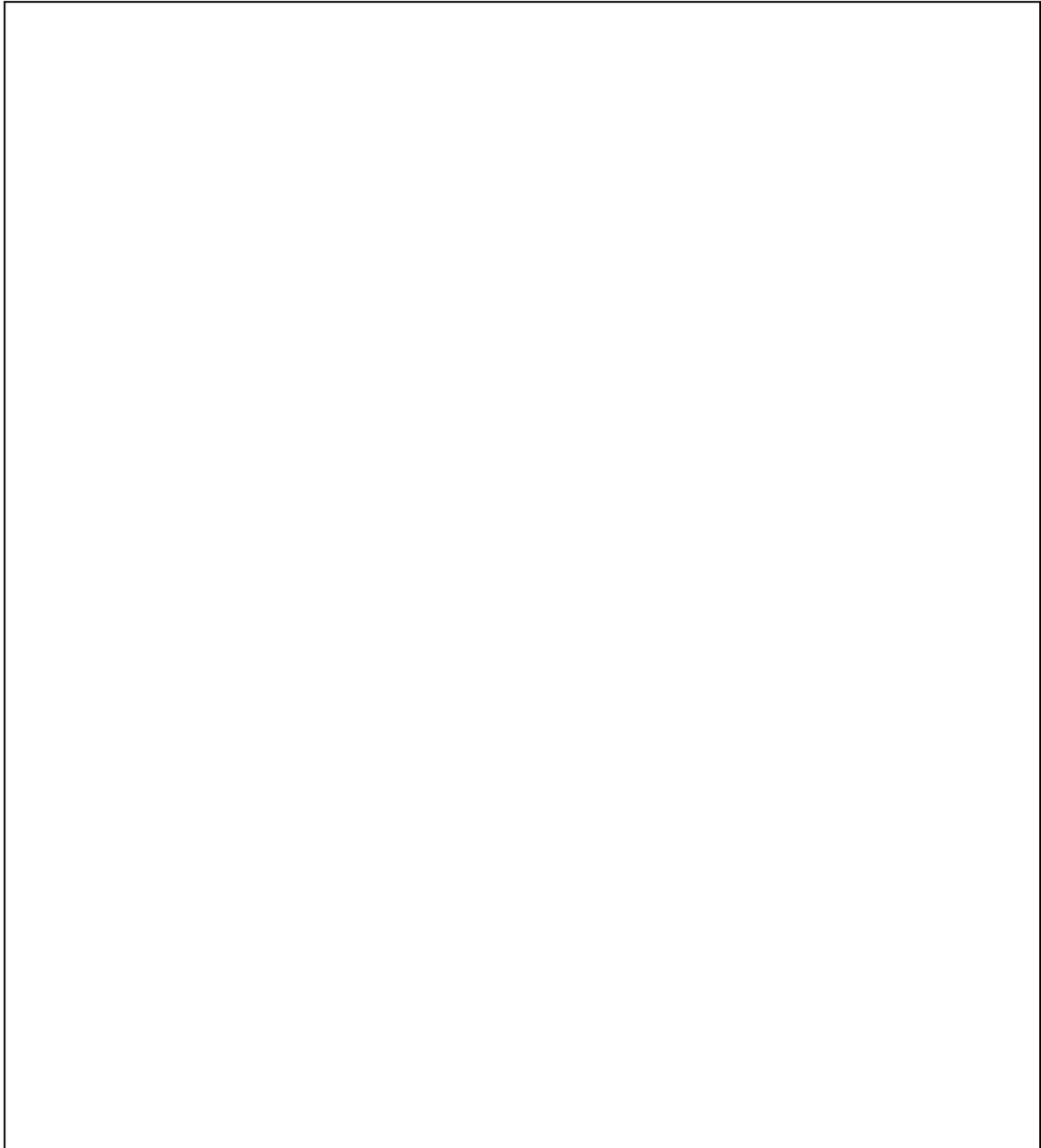
**Competent with office IT, web content management systems and all forms of social media**

( Max 250 words)

**Evidence of how you are proactive, innovative and highly organised in a work-related setting.**

( Max 250 words)

**Enhanced Criteria** - Demonstrable appreciation and general understanding of work across conservation, planning, community and campaigning with an affinity for the work of CCGHT.

A large, empty rectangular box with a thin black border, occupying the central portion of the page. It is intended for the applicant to provide evidence or examples demonstrating their appreciation and understanding of work across conservation, planning, community, and campaigning, as well as their affinity for the work of CCGHT.

**SECTION 6: MONITORING FORM**

**EQUAL OPPORTUNITY RECRUITMENT MONITORING FORM**

CCGHT is committed to promoting equality, diversity and an inclusive and supportive environment for staff, volunteers and families.

In particular CCGHT will seek to ensure that people are treated equitably regardless of their gender, race, ethnic background, age, disability, socio-economic background, religious or political beliefs and affiliations, marital status, sexual orientation or other inappropriate distinction.

In order to do this, it is necessary to collect information from all employees and job applicants on the key characteristics which relate to equality and diversity in employment.

The information collected will be used for monitoring purposes under the terms of the Data Protection Act 1998.

**REQUEST FOR INFORMATION**

Family Name: \_\_\_\_\_

Forename (s): \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Post Title: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Gender: Female / Male

Disability: Yes / No

You should declare a disability if you perceive yourself as being at a disadvantage in obtaining, keeping or advancing your employment due to a physical, sensory, intellectual, dietary, communicative, psychiatric, allergic, or any other impairment.

Health:

Do you have any medical condition that could significantly affect your performance of the duties of the post for which you are applying? Yes / No

If yes, please give details:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Religion:

I identify myself as (please tick)

Catholic  
Protestant  
Other

Nationality – Please specify: \_\_\_\_\_

Ethnicity – You are asked to classify yourself in the category, which you feel most nearly describes your origin. If none of the specific groups are suitable please mark the relevant **Other** and **specify your ethnicity**.

I would consider my ethnic origin as – please tick:

Chinese  
Indian  
Pakistani  
Bangladeshi  
Other Asian

Caribbean  
African

White

Other Ethnic Background – please specify: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

*CCGHT is an Equal Opportunities Employer.*

**Please send your completed form (sections 4, 5 and 6) to:**

info@ccght.org

**For emailed applications the subject line should clearly state: Fundraising and Communications Officer.** *(You will receive a response within 48 hours to confirm that your email has been received. If you don't receive a response it is your responsibility to follow this up.)*

To arrive not later than 12noon on **Tuesday 7<sup>th</sup> June**

- Late applications will not be considered
- Applications that are not fully completed will not be considered
- CVs will not be considered

Interviews are likely to take place in person on **Wednesday 22<sup>nd</sup> and Thursday 23<sup>rd</sup> June** at a venue to be decided. If you have access issues or would prefer to meet via digital platform please let CCGHT know in advance.

**CCGHT Privacy Notice.**

This 'privacy notice' explains how CCGHT uses your personal information, how long we keep it for and if we share it with third parties.

We use the information you provide in your application to manage the recruitment process, to assess your suitability for employment, and, for successful applicants, to enter into a contract of employment.

The information you give us will not be shared with other organisations, except where they are party to the recruitment process (for example, DAERA).

The information you provide on the 'Equal Opportunities Monitoring' section of the Application Form will be used for equality and diversity monitoring. It is not shared with anyone involved in the selection process.

During the recruitment process, we may collect and share additional data to ensure we are complying with our legal obligations, for example, to check your right to work in the UK and for some roles, to carry out a criminal records check. We may also request references from your referees, where you have given us permission to contact them.

If you are successful, the information you provide will form the basis of your employee record and you will then be provided with the CCGHT Staff Privacy Notice within the staff handbook.

We will keep your personal data for no longer than is necessary. More detail on how long we keep different types of information can be found in our Data Protection Policy.

We do not use profiling or automated decision-making processes. This means that people are involved in every decision about you.