

Job Title:	Digital & Social Media Officer (Job Start Scheme)
Employer:	Ulster Badminton
Location:	Lisburn Racquets Club. 36 Belfast Road, Belfast BT27 4AS
Responsible to:	Ulster Badminton Executive Manager
Hours:	25 hours per week. Job responsibilities will demand working some evenings and weekends
Duration:	6 months
Salary:	Subject to Age (National Minimum Wage)

## BACKGROUND INFORMATION

Ulster Badminton is the governing body for badminton in Ulster and is responsible for the promotion, development, and management of all badminton in Ulster. Ulster Badminton is an affiliated branch of Badminton Ireland, the National Governing Body. The key objectives of Ulster Badminton All Sport Strategy are Building - Strong and sustainable badminton in schools, clubs and communities. Excelling - At local, regional, provincial, national, and international level. Supporting - The promotion and awareness of our sport. Targeting - Underrepresented groups, participants and volunteers.

## JOB PURPOSE

The post holder will provide administrative support for the Ulster Badminton Social Media & digital platforms to help increase the Digital profile of Ulster Badminton and achieve the Objectives within the All Sport Strategy.

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## **SPECIFIC RESPONSIBILITIES**

1. To develop, schedule and publish a range of digital media content that promotes various events and initiatives within the badminton community across NI
2. To manage social media and website platforms
3. To monitor digital engagement using analytic tools and provide recommendations for enhancing the profile of Ulster Badminton
4. To research digital marketing trends and identify initiatives or approaches that Ulster Badminton can implement
5. To attend Ulster Badminton events and initiatives and provide PR, marketing support and social media updates as required
6. To be the lead in the Live Streaming of Ulster Badminton Events.

## **GENERAL RESPONSIBILITIES**

- To attend staff meetings as required.
- To attend appropriate meetings as directed by appointed Line Manager.
- To attend training courses as required by Ulster Badminton.
- Any other duties that may reasonably be undertaken in the pursuit of the overall objectives of the role, as deemed appropriate by Line Management.
- Act in accordance with the Code of Conduct within the Ulster Badminton Employee Handbook.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be reviewed as Ulster Badminton develops its partnerships and future collaborations.

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## PERSONAL SPECIFICATION

ESSENTIAL SKILLS	DESIREABLE SKILLS
<ul style="list-style-type: none"> <li>• Experience with use of social media and key platforms.</li> <li>• Competent use of IT - email, Excel, Word &amp; PowerPoint</li> <li>• Highly motivated with the ability to work on own initiative</li> <li>• Teamworking skills.</li> <li>• Good administrative skills</li> <li>• Effective communication and interpersonal skills</li> <li>• The ability to work to an agreed action plan</li> <li>• Strong planning and organisational skills, including time management, prioritising work load and decision making</li> <li>• Involved/ volunteered/ interested in Sport/s.</li> <li>• Must complete Access NI check..</li> </ul>	<ul style="list-style-type: none"> <li>• Competent use of IT - email, Excel, Word, PowerPoint &amp; digital editing software.</li> <li>• Competent in the use of Website updating/ &amp; or Live Streaming</li> <li>• Experience in designing &amp; creating promotional material (Flyers, Graphics)</li> </ul>

### Access NI

A position will not be finalised until an Enhanced Access NI disclosure has been completed.

Accesses NI have a code of conduct that can be viewed by going to the Access NI website.

A criminal record will not necessarily be a bar to obtaining the position.

Access NI has a code of practice which is available on request.

Ulster Badminton has a policy on the recruitment of ex-offenders. A copy is available on request.

JOBSTART IS OPEN TO 16-24 YEAR OLDS. If you are on Universal Credit contact your Work Coach via your Journal. If you are in receipt of JSA, IS or ESA phone a Work Coach on 0300 200 7807. If you are 16-24 years old, unemployed, not in education or training and not in receipt of benefits phone 028 90726788.

CV and covering letter detailing how you meet the essential criteria should be emailed to

[executivemanager@ulsterbadminton.com](mailto:executivemanager@ulsterbadminton.com)

Closing date for applications is Friday 22nd December 2023 at 4pm

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