



Social Enterprise NI

EMPOWERING PROFIT WITH PURPOSE, INSPIRING LASTING IMPACT.

Head of Marketing and Design

Maternity Cover

Recruitment Pack

September 2025

Background to SENI

Social Enterprise NI (SENI) is the representative body for social enterprises and social entrepreneurs across Northern Ireland.

Who we are:

We are the leading organisation & networking body for social enterprises in Northern Ireland.

We exist to strengthen the social enterprise sector in Northern Ireland and support businesses at all stages of their entrepreneurial journey.

For over 11 years, we have represented local social enterprises and worked together to build a stronger collective voice and grow the social enterprise movement.

Empowering Collaboration

We create a space in which all players, irrespective of size or experience, have their voice heard and can learn from one another. We also provide opportunities for collaboration between social enterprises and the public and private sectors.

Profit with Purpose

Our activities support all levels, from start-ups and community groups at the beginning of their social enterprise journey, to more experienced social enterprises. Together, we aspire to achieve an environment where society profits and social enterprises excel at addressing and meeting community needs.



Social Enterprise NI

EMPOWERING PROFIT WITH PURPOSE, INSPIRING LASTING IMPACT.

The Job Description

Job Title:	Head of Marketing and Design
Location:	Belfast but with ability to travel across Northern Ireland. Hybrid option is available
Contract:	Maternity Cover – 15 Months Fixed Term
Salary:	£35,000
Application Deadline:	Friday 10 October 2025 at 12 noon.

Social Enterprise NI manage the Social Economy Work Programme on behalf of the Department for the Economy and have been reappointed from 1 April 2024 for a period of 3 years under a 1+1+1 arrangement. Social Enterprise NI have continued to manage this programme since 2012, being successful in 2016, 2021 and 2024 in a competitive process.

Social Enterprise NI is the representative body for social enterprises and social entrepreneurs across Northern Ireland. Connecting, supporting, developing, and sustaining vibrant businesses to create social change. We are an independent, member-led organisation and a gateway for social enterprises in Northern Ireland. We create a space in which all players, irrespective of size or experience, have their voice heard and can learn from one another.

We also provide opportunities for collaboration between social enterprises and the public and private sectors. Our activities support all levels, from start-ups and community groups at the beginning of their social enterprise journey, to more experienced social enterprises. Together, we aspire to achieve an environment where society profits and social enterprises excel at addressing and meeting community needs.

Job Purpose: As the Head of Marketing and Design, you will work closely with the staff team to increase the profile of Social Enterprise NI using all means, including digital marketing, designing, and producing relevant marketing materials for use on printed materials, website, and social media platforms in line with the brand. You will be an integral member of the staff team and will be required to analyse the current marketing strategy of the organisation, using your own skill set to devise and suggest more efficient marketing strategies.

Your role will also assist in enhancing the reputation and sustainability of Social Enterprise NI through the delivery of marketing, PR, and social media campaigns, ensuring the standing and profiling of the organisation continue to grow.

You will be expected to acquire extensive knowledge of Social Enterprise NI and work with the key personnel and stakeholders, both external and internal, and understand the Organisation's aims and objectives.

The role will require discretion and confidentiality which are essential attributes of the post.

Areas of Responsibilities

As Head of Marketing and Design, you will interact with a variety of stakeholders from both inside and outside the organisation. A professional and pleasant manner are therefore central to the success of the position.

Key Responsibilities

1. Marketing Strategy and Planning

- Develop and implement a comprehensive marketing and communication strategy for Social Enterprise NI.
- Ensure all marketing objectives are clearly defined, SMART (Specific, Measurable, Achievable, Relevant, Time-bound) and monitored through monthly management information (MI) reporting.
- Design and implement targeted organisational marketing campaigns aligned with strategic goals.

2. Brand Management

- Adhere to Social Enterprise NI brand guidelines across all communications.
- Ensure a consistent and professional brand message is maintained across all platforms, including print, digital, and event materials.

3. Digital Content Creation & Management

- Design creative and original content for the organisation's website and social media platforms.
- Maintain and update the Social Enterprise NI website regularly to ensure information is current and engaging.
- Develop and publish regular social media content across all platforms with the goal of increasing followers and audience engagement.
- Design and distribute email newsletters to promote activities and grow the contact database.

4. Campaigns & Promotions

- Promote key organisational events, including the Social Enterprise Awards and Annual Conference, through strategic marketing efforts.
- Collaborate with other team members and design any relevant materials for differing digital campaigns e.g. #BuySocialChristmas #SocialValue etc.
- Support and manage the production of publications and reports to raise awareness of Social Enterprise NI and its members across all sectors.
- Represent Social Enterprise NI at external events to support visibility and engagement with stakeholders.

5. Compliance & Audience Engagement

- Ensure full compliance with GDPR regulations, maintaining oversight and implementing data protection policies across all communications.
- Understand stakeholder needs to tailor messaging and communication styles, ensuring relevance and effectiveness across diverse audiences.

Other

- Ensure that all Social Enterprise NI policies and procedures are adhered to at all times.
- Any other reasonable duties consistent with the objectives and strategic plan for the organisation.

General

The key responsibilities above give a broad outline of the functions of the post. However, these duties must be approached in a flexible manner. The post holder will be expected to adapt to changing circumstances and undertake other duties appropriate to the grade of the post as allocated by your line manager as part of working in a small team to deliver Social Enterprise NI services from time to time.

To adhere to existing work practices, procedures, undertake relevant training and development activities and to respond positively to new and alternative systems.

To demonstrate their commitment to Social Enterprise NI by their regular attendance and the efficient completion of all tasks allocated to them.

It will be necessary to work with information technology and associated systems in accordance with Social Enterprise NI Policies and Procedures.

To co-operate with Social Enterprise NI in complying with relevant health and safety legislation, policies, and procedures, in the performance of the duties of the post.

To perform duties and responsibilities of the post in compliance with Social Enterprise NI's equal opportunities policies.

To maintain confidentiality and observe data protection and associated guidelines where appropriate.

Person Specification

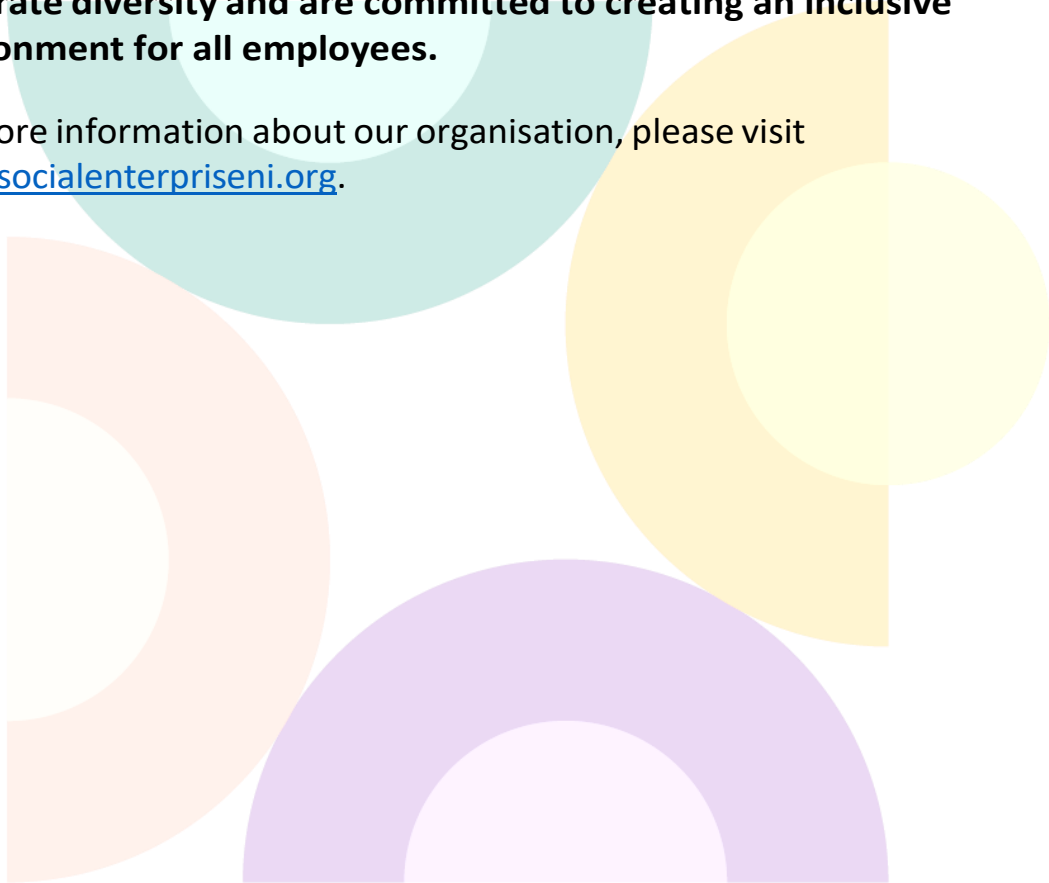
	Essential	Desirable
Educational/professional qualifications/experience	<ul style="list-style-type: none"> • Minimum of 5 GCSEs at Grades A-C (or equivalent) to include English and Mathematics. • Marketing Degree or equivalent and/or • 4 years' experience in a similar role. 	
Knowledge, ability and Skills	<ul style="list-style-type: none"> • Proficient use of Microsoft office suite of such as Word, Excel, and PowerPoint. • Have design experience of both printed and digital formats using different platforms eg Canva, Pikto Chart. • Development and delivery of marketing strategies • Creating, producing, and scheduling social media content on behalf of an organisation. • Creating content and ensuring websites up to date e.g., Wordpress platform. • Experience of developing, creating, and scheduling social media content on behalf of an organisation on all differing types of platforms. 	<ul style="list-style-type: none"> • Business development. • Working knowledge/experience of private and public sectors. • Demonstrable experience of tendering and procurement. • Demonstrable experience of making and winning grant applications.
Competencies	<ul style="list-style-type: none"> • Strong written and oral communication skills and general good people skills. • Excellent IT skills, and proficient use and knowledge of a range of software packages to include Microsoft. • Be able to relate and converse with individuals at all levels within and outside the organisation and enjoy good use of the English language both verbal and written. • Understand the importance of confidentiality issues and General Data Protection Regulation (GDPR). • Be able to work under pressure and manage tight deadlines. • Have good time management and organisational skills. • Have an interest and ability in completing research, and to digest and analyse data clearly and concisely. • Be able to work on your own initiative along with being a good team player. • Be honest and dependable with attention to detail and accuracy; and 	
Additional requirements	<ul style="list-style-type: none"> • Willingness to work flexibly in response to changing organisational requirements. • Willingness to be out on the road visiting places on a regular basis • Willingness to work outside of normal office hours 	

How to Apply: Please complete the application form and send to hadmin@viablecs.org by Friday 10 October 2025 at 12 noon.

Please include " Head of Marketing and Design " in the subject line.

Social Enterprise NI is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

For more information about our organisation, please visit www.socialenterpriseni.org.



Reward Statement



Work-Life Balance

- Standard 37.5 hour week
- 25 days per annum plus 12 statutory days.
- Time off in Lieu (TOIL) in compensation for additional hours worked
- Hybrid / Flexible Working
- Family Friendly Policies
- Other leave such as compassionate leave



Financial Reward

- Sector Competitive salaries
- Employer pensions contributions 6%
- Business Expenses



Training and Development

- Comprehensive Induction training
- Comprehensive in- house training
- On the job learning
- Learning and development linked to individual requests
- Work Plans and ongoing supervision
- Continuing Professional Development
- Strategy & team building days



Wellbeing

- Health Cash Plan
- Life Insurance
- Access to our Employee Assistance Programme
- Return to work interviews
- Free tea/coffee/milk/water fountains
- Clear policies and procedures



Social Enterprise NI

EMPOWERING PROFIT WITH PURPOSE, INSPIRING LASTING IMPACT.

