



# PEACE OF MIND COMMUNICATION & MARKETING OFFICER APPLICATION PACK

A project supported by PEACEPLUS, a programme managed by the Special EU Programmes Body (SEUPB)



**PEACEPLUS**  
Northern Ireland - Ireland

Co-funded by the



European Union



UK Government



Rialtas  
na hÉireann  
Government  
of Ireland



The  
**Executive Office**  
[www.executiveoffice-ni.gov.uk](http://www.executiveoffice-ni.gov.uk)



**Joining VERBAL means becoming part of a dynamic team committed to fostering inclusivity and amplifying diverse voices. If you are passionate about making a meaningful impact, eager to embrace creativity, and ready to support individuals in finding and sharing their unique narratives, then VERBAL is where you belong. Here, you will play a crucial role in helping people tell their stories and in building a community where every story matters.**

## Our Values

Our values aren't just words on a wall; they are integral to who we are and how we operate daily. They were chosen collaboratively by our team, and they shape every interaction and decision we make.

### WE ARE INCLUSIVE :

We make it our mission to meet people where they are, breaking down barriers to ensure everyone can engage and thrive.

Your efforts will help enhance the wellbeing of those we serve, creating a truly inclusive environment.

### WE FOCUS ON QUALITY:

We listen closely to understand the unique needs of our users and continually improve our programs to meet those needs. Your dedication to quality will ensure we provide the best support possible.

### WE LOOK TO CONTINUALLY GROW:

We embrace a culture of exploration and learning. You'll be part of a team that constantly challenges the status quo, seeking innovative ways to make a positive impact.

### WE CONNECT:

We believe in engaging the imagination, fostering rapport, and encouraging creativity in all our interactions. Your ability to connect with others will help build strong relationships and inspire new ideas.

### WE WORK IN PARTNERSHIP:

We value strong, lasting relationships with our partners. Working with us means collaborating towards common goals and making a greater impact together. Your collaborative spirit will be key to our success.

# Join Verbal: Where Your Wellbeing and Satisfaction are our Priority

At Verbal, we place immense importance on cultivating a vibrant and supportive culture. Our commitment to employee satisfaction and wellbeing is reflected in our comprehensive approach, including bi-monthly staff satisfaction and wellbeing surveys. These surveys allow us to continuously analyse and enhance every team member's experience within our organisation. Additionally, our dedicated wellbeing committee meets monthly to develop strategic initiatives aimed at promoting and enhancing your wellbeing.

**89%**

Of our staff find their jobs meaningful

**90%**

Of our staff report being satisfied within their role.

**93%**

Of our staff know how their role contributes to the organisation



Our Vision is a  
world where  
**EVERY  
STORY  
MATTERS**



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VERBAL was first established in 1992 and has been designing, developing & delivering language arts-based projects with vulnerable individuals and marginalised communities for over 30 years.

# THE WORK THAT WE DO

WE DELIVER CREATIVE INTERDISCIPLINARY PROGRAMMES  
IN THE AREAS OF



**MENTAL HEALTH & WELLBEING**



**COMMUNITY DEVELOPMENT & RECONCILIATION**



**CREATIVE DEVELOPMENT**



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# OUR PROCESS

## Psychology team build the curriculum

Our psychology team work to ensure each programme follows a specified curriculum that will guide the participant through a tailored journey.

## Story creation

Verbal's Literary Editor will then research the perfect reading material that will match the psychology reviewed curriculum and the particular group we are working with.

## Delivery of programme

This is where the magic unfolds, as we engage with community groups. Here, we witness the transformative power of words and stories and the profound impact they can have on individuals. This is where our Wellbeing Facilitators really add value to our organisation.



## Co-production

We co-produce our programmes with our participants ensuring their true voices are heard.

## Psychology & CBT

Our psychology team embed within the reading material structured discussion intervals. These are designed to prompt participants to reflect on the content. Using questions and conversation starters.

## Content testing

Before we introduce our material to the groups we always test with a testing group to ensure that we have produced the highest quality programme for our participants.

## Impact reporting

Finally, We produce evidence based reports that reflect how our programmes have impacted those with whom we serve.

At Verbal, our commitment to excellence is deeply rooted in evidence-based research. Every project we offer is carefully co-designed, drawing from the latest findings in the fields of psychology, literature and co-production. Verbal's projects both contribute to and draw from pioneering research on the comprehensive advantages of arts-based interventions. We're constantly evolving, ensuring our work remains at the forefront of the field, adapting based on our findings and global advancements.



# JOB SUMMARY

As **Peace of Mind Communications & Marketing Officer**, you will play a crucial role in managing our online and offline communication channels to enhance our Peace of Mind project awareness. Working closely with our existing social media team, you will be responsible for developing compelling social media strategies, creating captivating content, and fostering meaningful partnerships for our Peace of Mind projects. Your role will also involve handling media relations and planning events, including Peace of Mind launch and closure events.

**JOB TITLE:** COMMUNICATIONS & MARKETING OFFICER

**REPORTING TO:** CORPORATE SERVICES MANAGER

**ACCOUNTABLE TO:** CORPORATE SERVICES MANAGER

**SALARY:** £ 28,672 PER ANNUM

**CONTRACT:** 36 HOURS PER WEEK  
3 YEAR FIXED TERM

**LOCATION:** DERRY~LONDONDERRY OFFICE

IN EXCHANGE FOR YOUR EXPERTISE WE  
WILL OFFER YOU

**PRIVATE MEDICAL INSURANCE  
CRITICAL ILLNESS COVER  
LIFE COVER  
EVERYDAY MEDICAL CASH PLAN  
ENHANCED PENSION COVER  
24 DAYS HOLIDAYS PLUS 11 BANK HOLIDAYS**

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# JOB DESCRIPTION

As **Communications & Marketing Officer for our Peace of Mind projects**, you will be instrumental in shaping and telling the story of Peace of Mind across both online and offline platforms. You will collaborate closely with our social media team to craft compelling narratives that resonate with our target audience, enhancing awareness of Peace of Mind projects and driving engagement. Your expertise will be key in developing and executing social media strategies for **Peace of Mind**, producing captivating content and building impactful partnerships that align with our brand story.

## Duties & Responsibilities

- Oversee the content for Peace of Mind for Verbal's website and marketing channels to ensure content is informative and engaging for maximum impact
- Coordinate social media activity & initiatives, working collaboratively and independently to develop social content via different mediums for Peace of Mind projects
- Provide internal and external copy collateral via the medium of blogs, case studies, articles, social media content etc. to reach specific audiences and demographics externally, and drive employee engagement internally, supporting other teams with copy and editorial support where it is needed
- Support the Social Media Manager in developing the organisation's communications strategy for Peace of Mind, implementing communications initiatives and monitoring/measuring their success
- Coordinate and execute events, both virtual and in-person, to engage the community
- Collaborate with internal teams to ensure cohesive and aligned communications
- Utilise social media analytics and reporting tools to track and analyse Peace of Mind campaign performance. Identify key metrics, provide actionable insights for optimisation, and report findings to Senior Management Team
- Work with internal and external stakeholders to deliver and maximise media opportunities and campaigns that help raise awareness of Verbal's cause and services
- Work closely with service delivery colleagues working on Peace of Mind projects to unearth compelling content that will connect with key audiences & stakeholders
- Identify and evaluate new marketing opportunities to enhance brand visibility and engagement
- Design and execute marketing campaigns for Peace of Mind that incorporate traditional media outlets, including print and radio
- Lead the creation of high-quality, engaging content that tells Verbal's Peace of Mind story across all channels
- Provide regular reports on marketing activities, campaign performance and return on Investment

## ADDITIONAL RESPONSIBILITIES

- Committed and adhere to Verbal's vision, mission and values.
- Actively engage in staff meetings
- Actively engage in training as & when necessary
- To comply with Verbal's Safeguarding policies and procedures and with National Guidance. Comply with Verbal's code of conduct
- Actively consider the involvement of funders and partners with whom we work, in all areas of practice
- Observe all Health & Safety requirements
- Work within and promote policies in relation to Equal Opportunities and anti-discriminatory practices

## Other information

### • Driving Licence

This post requires the post holder to have a driving licence suitable for the UK and access to their own transport

*This criteria will be waived in the case of a suitable applicant who has a disability, which prohibits them from driving but who is able to organise suitable alternative arrangements in order to meet the requirements of the post in full*

### • Safeguarding Policy

In line with the organisations Safeguarding policy this position is subject to Access NI checks. Full adherence with this process will be requested in the event of a successful application

### • Accessibility

If you require copies of documentation in alternative formats, for example large print, please contact [clare@theverbal.co](mailto:clare@theverbal.co). If you require any particular requirements, should you be invited to interview, please make this clear in your application

For background information on the organisation , please visit our website [www.theverbal.co](http://www.theverbal.co)

## NOTES

This job description describes the principal purpose and main elements of the job. It is a detailed guide to the nature of the main duties as they are currently envisaged but is not intended as a wholly comprehensive or permanent schedule of tasks. The post holder will be expected to work flexibly to changing business needs.

# PERSON SPECIFICATION

## ESSENTIAL CRITERIA

	Criteria	Assessment	Stage
1	BSc in Marketing, Communications, Public Relations or relevant field or 5 years experience in a similar role	CV application	1
2	Proven experience as a Marketing Specialist or similar role, with a strong portfolio of successful social media campaigns	Application form / Interview	2/3
3	Experience in event marketing and partnership development	Application form/ Interview	2/3
4	Analytical mindset with the ability to interpret data and draw actionable conclusions	Application form/ Interview	2/3
5	Strong understanding of both digital and traditional marketing channels	Application form/ Interview	2/3
6	Experience in building contacts and participate in internal and external networks	Application form/ Interview	2/3

## DESIRABLE CRITERIA

	Criteria	Assessment	Stage
1	Ability to work in a multi-disciplinary environment as part of a team	Interview	3
2	Strong time management and organisational skills	Interview	3
3	Leadership experience with the ability to inspire others	Interview	3

## CONDITIONS OF EMPLOYMENT

	Criteria	Assessment
1	Right to work in the UK	Provide original right to work documentation
2	Provide 2 satisfactory references	Provide name and contact details of relevant referees
3	<p>A valid driving license for the UK and access to own transport</p> <p><i>This criteria will be waived in the case of a suitable applicant who has a disability, which prohibits them from driving but who is able to organise suitable alternative arrangements in order to meet the requirements of the post in full</i></p>	Provide relevant documentation
4	Successful candidates will be required to go through an enhanced Access NI check	Apply for an Access NI check online when requested and to provide relevant ID without delay

### Notes

Verbal operates a child protection policy.  
Verbal is an equal opportunities employer.

**TO APPLY SEND YOUR CV TO  
clare@theverbal.co**



**VERBAL**

**Stable Lane & Mall Wall  
Bishop Street Within,  
Derry-Londonderry  
BT48 8PU  
T: 02871266946  
E: info@theverbal.co**



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