

**GRADUATE INTERSHIP PROGRAMME  
APPLICATION PACK**

Thank you for your interest in the Graduate Internship Programme, in this document you will find information on the Programme, guidance notes on how to complete the application pack as well as the application pack and monitoring form. If you have any questions regarding the application please contact Cailin Hardy at East Belfast Partnership on [cailin@eastbelfast.com](mailto:cailin@eastbelfast.com)

Although managing the programme the interns will not all be based at East Belfast Partnership but with an organisation operating within the 'not for profit' sector based within Belfast. More information on the placement organisation is included in the job description & personnel specification documents enclosed.

**Temporary Employment under the Graduate Internship Programme**

- ✚ Individuals are only eligible for **one period of** employment funded by the Graduate Internship Programme lasting up to a maximum of 26 weeks.
- ✚ The interns are projected to commence mid February 2010.

**Eligibility**

- ✚ To be eligible for Graduate Internship Programme applicants must have graduated from the 2008/09 cohort. All graduate applicants for internships must have a full degree award

***Completing the Application Form – Guidance Notes***

Please read these notes carefully before completing your Application Form. The East Belfast Partnership are coordinating the Graduate Internship Programme

1. Please complete the application form in either type or handwritten in black ink in capital letters. **Please note incomplete applications will not be considered.**
2. Please note that CVs will not be accepted.
3. It is essential to demonstrate how you meet the essential and desirable criteria as outlined in the Personnel Specification. Please ensure you give adequate examples to demonstrate your suitability for the position you are applying for.
4. Please give the names and addresses of two referees who are not related to you, who we can approach for a confidential assessment of your suitability for this job. (One of these must be an academic reference.)
5. Completed Application forms should be returned in the first instance by email to [cailin@eastbelfast.com](mailto:cailin@eastbelfast.com) or by post, marked clearly for the attention of;

**CAILIN HARDY**  
**East Belfast Partnership**  
**Avalon House**  
**278-280 Newtownards Road**  
**Belfast**  
**BT4 1HE**

6. If applying via post please ensure your postage costs are met in full as applications which are not received by closing date due to insufficient postage paid will NOT be considered.



## **Fundraising, Marketing & Communications Officer Ref – GIP/03**

Oasis Caring in Action Ltd is a community organisation based in Inner East Belfast, an area of high social & economic disadvantage.

The organisation works in a variety of key social development areas including; training, working with families, befriending & employability.

By offering support, training & resources, we wish to see people empowered within their personal, family and community lives.

### **JOB DESCRIPTION**

**1. JOB TITLE:** Fundraising, Marketing & Communications Officer

**APPROPRIATE  
LINE MANAGER:** **Cliff Kennedy, Chief Executive Officer**

### **2. JOB PURPOSE:**

The role of Fundraising, Marketing & Communications Officer is to support the development & delivery of the aims & objectives of Oasis Caring in Action.

The appointed candidate will be responsible for delivering an effective communications strategy, through both traditional & digital marketing and PR activities, to raise the profile of the organisation, maximise the potential of all Oasis activities and enhance the success of fundraising activities.

To actively pursue fundraising for the work of Oasis in a target-orientated approach, showing flair, imagination & drive.

**3. MAIN DUTIES:** Specific duties will include the need to:

To develop, deliver & evaluate a communications programme to support the current & future objectives of Oasis.

To build the Oasis brand and increase public awareness of the organisation.

To develop new ideas & creative approaches to communication messages, within a clear brand framework, in order to influence and secure the support of key stakeholders (e.g. supporters, donors, partners, media, suppliers, policy makers, the Third Sector-charities).

To regularly secure editorial space, digital and printed, promoting the variety of Oasis activities in local & regional media, trade press and other relevant publications & channels.

Identify & develop a strong network of media contacts.

Act as a spokesperson for the organisation, advise & brief staff who are undertaking media interviews on behalf of the organisation.

To be the first point of call for all media enquiries, responding to requests for journalists quickly and accurately to ensure maximisation of every opportunity.

To undertake research as necessary, to identify new promotional opportunities in order to provide topical press releases and new stories to raise awareness and support for Oasis.

Raise awareness of the charity and its work, at both a local & national level – this may involve delivering presentations to groups, attending conferences, networking or dealing with the media.

Produce all internal & external print & electronic materials such as promotional literature, research & reports, sponsorship packages, annual reports, electronic mailings & newsletters, web based updates & blogs & campaign materials.

To ensure that all material is brand consistent & current with Oasis objectives & activities.

Deliver against agreed key performance indicators for this role and financial targets, delivering all tasks within budget and in a charity sensitive manner.

Support all activities of Oasis, including attendance at occasional evening & weekend events.

### **Key Relationships**

The post holder will be required to establish and maintain positive & productive relationships with key Oasis donors & supporters, beneficiaries, partners, key clients & suppliers.

Media liaison; local, regional & national, traditional & digital.

Agencies & suppliers providing marketing & PR support to Oasis on a paid or pro bono basis.

To devise and implement and monitor a fundraising strategy for Oasis.

To develop and implement dynamic, new and imaginative fundraising activities for Oasis.

To increase funds through researching and targeting charitable trusts and other funding sources.

To develop and oversee corporate funding opportunities.

Prepare and submit applications for programme and development funding application forms.

To organise a major fundraising event.

To adhere to Oasis Health & Safety policy with regard to self and others.

Any other duties deemed appropriate to the job role.

**Training & Development:** To identify your training needs as appropriate and to discuss such needs with your manager.

This job description will be kept under review and may be amended from time to time, after consultation with the post holder, to reflect changing organisational needs.

## PERSON SPECIFICATION

### i) Experience

Essential	Desirable
<p>Previous experience in a marketing/communications role.</p> <p>Proven track record of fundraising within the voluntary / community sector.</p>	<p>Experience of developing contacts and building relationships with journalists</p> <p>Experience of developing &amp; implementing marketing campaigns &amp; strategies</p>

### ii) Attainments

Essential	Desirable
<p>3<sup>rd</sup> level qualification in relevant subject</p>	

### iii) Skills & Attributes

Essential	Desirable
<p>Ability to understand to understand and commit to furthering the aims of Oasis;</p> <p>Excellent communications skills both verbal &amp; written with an ability to present messages &amp; information to diverse audiences at all levels</p> <p>Good knowledge of publishing processes, including liaising with designers &amp; printers</p> <p>Diplomacy &amp; discretion and the ability to manage confidential information</p> <p>Proven ability to work as a team member to achieve goals in effective co-operation</p>	<p>Awareness of the work and values of Oasis Caring in Action</p> <p>Thorough knowledge of community/voluntary sector</p> <p>Access to own transport</p> <p>Public speaking &amp; presentation skills</p>

<p>Ability to demonstrate initiative and have a creative approach to problem solving</p> <p>Excellent organisational skills and the ability to manage conflicting situations &amp; priorities with tight deadlines</p> <p>Excellent IT skills</p> <p>Highly developed interpersonal skills with experience of forming and maintaining networks with a range of stakeholders and an enhanced ability to network effectively</p>	
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The successful candidate will be an optimistic person, and must be able to demonstrate:

- The ability to work on his/her own initiative – a dynamic and resourceful “self starter”
- excellent interpersonal skills;
- the ability to establish effective working relationships externally;
- the ability to maintain good office practices and procedures.

**iv) General**

- A clear understanding of how a community organisation or comparable organisation operates at senior level.

**For internal use only**

Application Ref:	DR:	SL:	CB:	DSO:



**GRADUATE INTERNSHIP PROGRAMME – APPLICATION FORM**

Please ensure the completed application form is returned either by email [cailin@eastbelfast.com](mailto:cailin@eastbelfast.com) or by post marked clearly for the attention of;

**CAILIN HARDY**  
East Belfast Partnership  
Avalon House  
278-280 Newtownards Road  
Belfast  
BT4 1HE

Incomplete applications and those received after the closing date will not be considered.

*Please complete in either black ink (CAPITALS) or type*

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**POSITION APPLIED FOR**

Job Title	Reference
<b>GRADUATE INTERNSHIP PROGRAMME - Fundraising, Marketing &amp; Communications Officer</b>	<b>Oasis GIP/03</b>

APPLICANT DETAILS		
Surname	Forename(s)	Title
Address		
Home Telephone Number	Mobile Telephone Number	Email Address
Do you hold the necessary permit to work within the European Union? (Please circle)	Yes	No Not Required
<i>N.B. Proof of right to work <b>MUST</b> be provided prior to job offer, failure to comply will result in rejection of application</i>		

Do you hold a current valid driving licence and have access to a form of transport? *(please tick)*

Driving license?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Access to transport?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

**EDUCATION, QUALIFICATIONS  
& TRAINING**

Please use the following section to detail your qualifications to date including any pending awards. Please complete in detail as modules studied within qualifications may enhance your eligibility. **Please note that offer of internship will be pending proof of degree qualification.**

**FURTHER / HIGHER EDUCATION**

Establishment	Completion Date <i>(month / year)</i>	Degree Achieved <i>(classification, faculty etc)</i>

**SECONDARY EDUCATION**

School <i>(i.e. Secondary, Grammar etc)</i>	Examinations / Qualifications <i>(state subjects and grades obtained)</i>

**DETAILS OF ANY TRAINING**

Course Title & Details	Date Completed

**EMPLOYMENT HISTORY**

Please use this section to provide information on your employment history to date, this should include any part time, casual, voluntary or placement employment. Please note information here which could assist in your application.

<b>Company / Organisation</b>	<b>Dates Employed (From / To)</b>	<b>Position and responsibilities</b>	<b>Full Time / Part Time / Placement etc</b>

*Please continue on a separate sheet if necessary*

## ESSENTIAL CRITERIA

Please review the application information prior to completing this section and ensure you clearly demonstrate how you meet the essential criteria as detailed in application information pack. This can include experience / skills gained through not only education and employment but any voluntary, extra curricular activities or personal interests.

*Please continue on a separate sheet if necessary and attach*

## DESIRABLE CRITERIA

Please review the application information prior to completing this section and ensure you clearly demonstrate how you meet the desirable criteria as detailed in application information pack. This can include experience / skills gained through not only education and employment but any voluntary, extra curricular activities or personal interests.

*Please continue on a separate sheet if necessary and attach*

## REFERENCES

Please supply the names, addresses and contact details of 2 referees, one of which **MUST** be from the faculty at which you studied. The second can be a work, personal or character referee. References will be taken up without further notice, please ensure you have advised your nominated persons prior to submission of this application.

### Referee 1

### Referee 2

Name:	Name:
Position:	Position:
Address:	Address:
Telephone:	Telephone:
Mobile:	Mobile:
Email:	Email:

## DECLARATION

I declare that all the foregoing statements are true to the best of my knowledge and belief and I understand that failure to fully complete this form will result in it not being considered.

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

Print Name: \_\_\_\_\_

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

**N.B.** For electronic applications please type name in signed section. For electronic applications an authorising signature will be required at interview.

**MONITORING INFORMATION**

**Application Reference Number:** \_\_\_\_\_

**Applicant Reference Number:** \_\_\_\_\_  
*(Internal use only)*

Information provided on this sheet will NOT be available to those involved in the recruitment and selection process.

Please complete the details below and return this sheet with your Application Form. Do not put your name on this sheet. This information which you provide will be treated in the strictest confidence. It will not be used for any purpose other than to enable the Company to comply with the legislation. It will NOT be used to determine an applicant's suitability for employment.

**Background**

In relation to fair employment we require information from which the perceived religious community background of job applicants can be determined. The information we require is NOT a statement of specific religious belief but rather an indication of community background.

**Please state your religious community background**

- My background is in the Protestant community
- My background is In the Roman Catholic community
- My background is in neither the Protestant community nor the Roman Catholic community

**Date of Birth**

Please state your Date of Birth \_\_\_\_\_

**Race Relations**

Please state your national / ethnic origin (*circle*)

- White
- African
- Indian
- Chinese
- Irish Traveller
- Bangladeshi
- Caribbean
- Pakistani
- Mixed ethnic origin
- Other (please specify) \_\_\_\_\_

**Country of origin (circle)**

- Northern Ireland
- England
- Scotland
- Wales
- Republic of Ireland
- Elsewhere (please state) \_\_\_\_\_

**DISABILITY**

A "disability" is defined in legislation as "a physical or mental impairment which has a substantial and long-term adverse effect on an individual's ability to carry out normal day-to-day activities".

- I do not have a disability
- I have a disability (If you have a disability please describe nature of disability below)
- My disability is \_\_\_\_\_

**SEX**

- Male
- Female