



Participation Events and Digital Marketing Assistant

Information for Applicants

July 2022



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Introducing **Athletics** **Northern Ireland.**

About Athletics NI.

"A vibrant athletics community
that inspires everyone to
reach their full potential"

Who are we.

Athletics Northern Ireland is the governing body for the sport of athletics in Northern Ireland. It was founded in 1989 by the amalgamation of the NI Amateur Athletic Association (founded in 1932) and the NI Women's Amateur Athletic Association (founded in 1951).

We are involved in all disciplines of the sport of athletics including track and field; cross-country; road, fell, ultra and mountain running; and Athletics NI caters for all ages from 8 years upwards. There are currently over 90 clubs based throughout Northern Ireland which are affiliated with Athletics Northern Ireland.

We are delighted to present this Information for Applicants pack for candidates for the following vacancy:

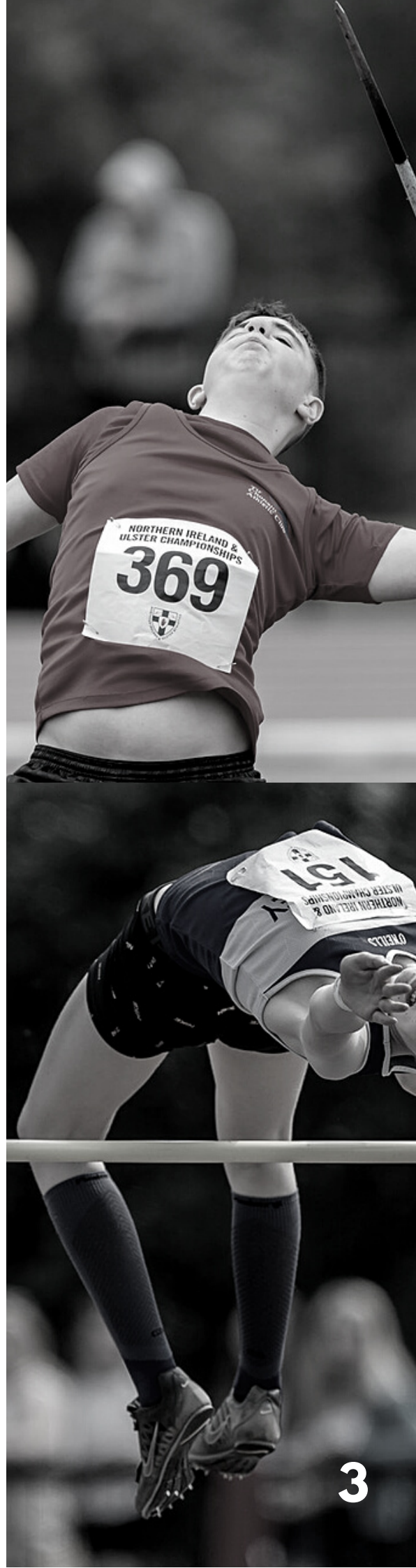
- Participation Events and Digital Marketing Assistant

We hope this pack provides an insight into who we are, our aims, and our objectives for the future. You can discover more about Athletics NI over on our website via the link below.

From the team here at Athletics NI, we would like to wish you well in your application and thank you for expressing an interest in joining our team.

Best wishes,
The Athletics NI Team.

Discover More:
<https://athleticsni.org/>



Our Ambitions.

In 2022 it is our mission to make Northern Ireland, pound for pound, the most effective place in the world at supporting volunteers to deliver the best possible experience to athletes and participants. This mission will be accomplished by striving to achieve five key ambitions:

1

Enhance capacity and improve athletics experience through high quality delivery within a club system

2

Promote the value of athletics and Athletics NI through advocacy, communications and sponsorship

3

Support competition providers and clubs to offer appropriate and enjoyable competition experiences to athletes, runners and spectators throughout Northern Ireland

4

Raise income to build a sustainable indoor track and gym facility

5

In collaboration with partners, deliver programmes and facilitate athletic excellence for Northern Irish people

In delivering these ambitions we employ a strategy that leverages our strengths and resources while striving for efficiency in everything we do.

Working together, we aim to achieve these ambitions, and work toward our shared vision of "a vibrant athletics community that inspires everyone to reach their full potential".





Participation Events and Digital Marketing Assistant **The Role.**

The Role and Application Process

Dear Candidate

Athletics Northern Ireland is the governing body for athletics in Northern Ireland, overseeing the development of athletes, coaches and the sport from grassroots to World Class.

At Athletics Northern Ireland, we aspire to excellence in everything that we do. At a time when our athletes are achieving medals and top-8 performances in major athletics events and we have over 90 clubs actively developing athletes, coaches and officials, there has never been a more exciting opportunity to be part of this team in supporting Athletics NI athletes and coaches to success.

We are seeking a Participation Events & Digital Marketing Assistant and look forward to working with a candidate who will make the most of this exciting opportunity.

The successful candidate will enjoy insight into successful sports events delivery, along with the promotion of events, programmes and athletes within the sport. This provides a valuable experience to gain marketing and events knowledge and to develop personal skills applicable in the sports industry.

In a fast-paced sport and growing governing body there will be a reasonable expectation that the Participation Events & Digital Marketing Assistant will commit to work on evenings and weekends with a varying schedule week to week and have access to own transport for regular off-site meetings.

For more information and to download the application pack please visit <http://www.athleticsni.org/About/Job-Opportunities>, or email hrofficer@viablecs.org

No CVs will be considered

Interviews will be held at Athletics House, Mary Peters Track, Belfast.

Athletics Northern Ireland is an equal opportunities employer

Closing Date for applications is 5pm on Monday 8th August 2022.

All completed applications to be sent to hrofficer@viablecs.org

Athletics Northern Ireland Participation Events and Digital Marketing Assistant

Job Description

Job Title:	Participation Events and Digital Marketing Assistant
Responsible to:	Marketing, Communication and Events Manager
Contract type:	3 year, based on Rank Foundation funding via the Department of Communities
Salary:	£19,000 £21,000 commensurate with experience
Annual Leave	20 days plus 11 public holidays
Based at:	Athletics House, Old Coach Road Belfast
Working Week:	37.5 hours per week, evening and weekend work necessary.

This is a 3-year, full time position, with on-the-job training and the potential to develop a career within athletics and sports administration and marketing.

Digital Marketing

- To assist in the successful promotion of the Athletics NI events, including Track & Field, Cross Country and Road Running.
- Maintain and update the website and ensure the effective use of Facebook, Twitter and other social media throughout the organisation.
- To help create content for Athletics NI social media channels and websites, including Twitter, Facebook, Instagram and TikTok.
- To assist in the development of a Club Marketing project, to support clubs in their digital media and marketing and to create materials for this project.
- Monitor the Athletics NI social media channels and respond to queries appropriately.
- Provide the Marketing Manager with monthly social media reports and statistics
- Assist in the implementation of the Athletics Marketing & Communications Strategy

Job Description

- Updating and maintaining marketing databases, ensuring that all GDPR compliance is adhered to

Participation Events

- Work in conjunction with the Events Manager and the Admin & Events Assistant to ensure that Athletics NI's key Championships and events are promoted successfully and are appropriately branded
- Preparation of race packs and organising pack collection in conjunction with the Admin & Events Assistant
- Attendance at events to undertake administrative and digital marketing duties (this may involve working away from normal base and at weekends)
- Ensure all event information is updated accurately and uploaded to the website in adequate time
- Ensure timely communications via email and social media to Athletics NI clubs and wider membership in relation to Athletics NI's events.

General

- Undertake vocational training, where appropriate to the post, including participating in the Rank Foundation 'Action Learning Set' meetings and the annual networking conference.
- Work efficiently and calmly to tight deadlines
- Work as part of a team to implement Athletics NI's strategy contributing to the development of Athletics NI and participate in organisational training, staff reviews, CPD etc.
- This job description is not regarded as exclusive or exhaustive as there may be other duties and responsibilities associated with the post which Athletics NI may require the post holder to perform from time to time in the implementation of its policies
- Perform other duties as may be required



Participation Events and Digital Marketing Assistant **The Person.**

Person Specification

1.0 Qualifications and Experience

Essential

- A minimum 5 GCSEs including English & Maths (or equivalent)
- 2 A Levels (or equivalent)
- Experience using MS Office
- Knowledge and experience using database and spreadsheet software

Desirable

- Experience in managing social media.
- Experience of creating media for Youtube, TikTok or other similar platforms.
- Experience of maintaining a website using a CMS package.

2.0 Knowledge and Understanding

Essential

- Excellent communication skills, both written and verbal.
- A good understanding of the fundamentals of digital marketing.

Desirable

- Strong understanding of athletics, its disciplines at both a performance and participation level.
- An interest in sports preferably through participation.
- Experience of working in the sports industry, with a National Governing Body, Local Authority or Local Sports Partnership, or a not-for-profit volunteer setting.

3.0 Special Aptitudes

Essential

- Excellent communication skills, both written and verbally.
- A can-do, problem-solving attitude
- Ability to work independently and as a team player in a fast-moving environment
- Creative thinker with strong administrative skills and attention to detail.
- A positive attitude to equal opportunities
- Reliable and dependable
- A high level of integrity and discretion with sensitive and confidential information.

Desirable

- A passion for athletics, and a desire to promote the sport through creative story telling.

4.0 Circumstances

Essential

- Hold a full driver's license and have access to own transport for work purposes.
- A willingness to work weekends and evenings when hosting events.
- A willingness to undertake additional training when offered.



Participation Events and Digital Marketing Assistant **Privacy Notice.**

Introduction

Athletics NI is a “data controller”. This means that we are required under data protection legislation to notify you of how we will collect and process your personal data relating to job applicants as part of our recruitment process.

This notice will explain how we collect your personal data, its use, storage, transfer and security. We will also explain what rights you have in relation to how we process your personal data. It is important that you read this notice, together with any other privacy notice we may provide during your employment, so that you are aware of how and why we are processing your personal data. We may update this notice at any time.

Data Controller obligations

We are required by law to ensure that when processing any of your personal data that it is:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept in a form which permits you to be identified for only as long as necessary for the purposes we have told you about.
- Kept securely.
- Information we collect about you
- Your name, salutation, addresses, contact numbers, and personal email addresses.
- Date of birth.
- Gender and religious background.
- Identification documentation - Copy of driving licence, passport etc.
- Documentation relating to your right to work in the UK
- Copies of right to work documentation
- References and other information included in or cover letter or as part of the application process.
- Records of your previous employment (including job titles, work history, working hours, training records and professional memberships and salary details).
- Information from interviews you may have.

Collection of Data

We may collect this information in a variety of ways. For example, data might be contained in application forms (including when these are sent to us as part of speculative applications or queries), obtained from your passport or other identity documents, or collected through interviews or other methods of assessment or an employment agency.

We may also collect personal data about you from third parties, such as references supplied by former employers. We will seek information from third parties only once a job offer has been made to you. Personal Data is kept in personnel files or within Athletics NI HR and IT systems.

Usage of your personal data

We will only use your personal information when the law allows us to. Most commonly, we will use your personal information in the following circumstances:

1. To process your application and to help us decide whether to make an offer of employment to you.
2. Where we need to comply with a legal obligation.
3. Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

The purpose for using your personal data

We may process your data for the following purposes:

- Making a decision about your recruitment or appointment.
 - AccessNI checks.
- Determining the terms on which you work for us.
- Checking you are legally entitled to work in the UK.
- To prevent and detect fraud.
- Equality and diversity monitoring

How we process “special categories” of more sensitive personal information

We may also collect, store and use the following “special categories” of more sensitive personal information:

- Information about your race or ethnicity, religious beliefs, sexual orientation, and political opinions.
- Trade union membership (only where you have mentioned this in your application e.g. where you list being a union representative in “positions of responsibility”).
- Information about your health, including any medical condition, health and sickness including pre-employment screening.
- Information about criminal convictions and offences.
- We only collect criminal conviction data where it is appropriate given the nature and where the law permits us. This data will usually be collected at the recruitment stage, however, may be also collected during employment should you be successful in obtaining employment.
- These “special categories” of particularly sensitive personal information require higher levels of protection. We need to have further justification for collecting, storing and using this type of personal information. Our data protection policy contains details of the safeguards which we are required by law to maintain when processing such data.
- We may process special categories of personal information in the following circumstances:
- Where we need to carry out our legal obligations or exercise rights in connection your application. For example, we will use information about your physical or mental health, or disability status, to ensure your health and safety in the workplace and to assess your fitness to work, to provide appropriate workplace adjustments, to monitor and manage sickness absence and to administer benefits

If you do not provide your data to us

One of the reasons for processing your data is to allow us to carry out an effective recruitment process. Whilst, you are under no obligation to provide us with your data, we may not be able to process, or continue with your application

New purpose for using personal data?

We will only use your personal data for the stated purposes, unless we consider that there is a need to use it for another reason and that reason is compatible with the original purpose. However, if we consider that it is necessary and reasonable to use your personal data for an unrelated purpose, we will notify you and explain the legal basis which allows us to do so.

There may be circumstances where we have to process your personal data without your knowledge or consent, where this is required by law and in compliance with the above rules.

Automated decision making

It is our intention that you will not be subject to automated decision making which will have a significant impact on you, unless we have a lawful reason for doing so and we have notified you.

Third party service providers and data security

Third party service providers are only permitted to process your personal data in accordance with our specified instructions. They are also required to take appropriate measures to protect your privacy and personal information. We do not allow your information to be used by the third parties for its own purposes and business activities.

International transfer outside of the European Economic Area (EEA)

We may transfer personal information outside the EU. If we do, you can expect the information to be held and used in a way that is consistent with and which respects the EU and UK Laws on Data Protection

Data Retention

We will retain your personal data for as long as necessary to fulfil the purposes we collected it for. Our retention policy details the periods of retention for the different types of personal data. We are only allowed to keep your information if we need it for one of the reasons we describe above.

Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Privacy Notice

Your Rights

As a data subject you have the following rights:

- 1.The right to be informed
- 2.The right of access to make a subject access request – you can request a copy of the personal data we hold about you
- 3.The right to rectification – you can ask that we correct any personal data found inaccurate or out of date.
- 4.The right to erasure – you can ask that your personal data is erased
- 5.The right to restrict processing – tell us to stop using information about you to sell products or services
- 6.The right to data portability - provide you or someone else (on your request) in a structured, commonly used and machine-readable format with the information you have provided to us about yourself.
- 7.The right to object - you can tell us you longer would like us to process your data and to stop processing.
- 8.Rights in relation to automated decision making and profiling – request that we do not make decisions about you that allows computers to make decisions about you based solely on automated processing.

Your duty to inform us of any changes

In order that we can ensure that the personal data we hold in relation to you is accurate, it is important that you keep us informed of any changes to that data.

Important information about this privacy notice

We reserve the right to amend or update this privacy notice at any time. We will provide you with a new notice when we make any updates.

How to make a complaint

To exercise all relevant rights, queries or complaints please in the first instance contact our Data Protection Representative by email on info@athleticsni.org. If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the Information Commissioners Office on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England