



Careers at OCN
Marketing and Events Executive

ocnni.org

Job Title: **Marketing and Events Executive**

Responsible to: Business Development Manager

Context

The Open College Network Northern Ireland (OCN NI) is a UK recognised Awarding Body based in Northern Ireland. We are regulated by CCEA Regulation to develop and award regulated professional and technical (vocational) qualifications from Entry Level up to and including Level 5 across all sector areas. In addition, OCN NI are also regulated by Ofqual to award similar qualifications in England.

Role Purpose

Working closely with the Business Development Team, the Marketing & Events Executive is an important role within the business that will help boost the company profile through events and marketing campaigns. The successful candidate will be experienced with both traditional and digital marketing campaigns as well as event management.





Main & Key Areas of responsibility

Please review each of the following criteria to ensure you meet the essential criteria for this role.



Marketing & Communications

- To contribute to the communications strategy as part of the overall organisational strategy and operational plan.
- Develop and implement marketing strategies to promote OCN NI's qualifications, services, and initiatives.
- Lead the delivery of digital marketing campaigns to raise awareness of OCN NI.
- Manage and maintain OCN NI's digital presence, including website updates, social media content, and email campaigns.
- Create compelling content for press releases, newsletters, blogs, and promotional materials.
- Develop relationships with key media contacts to secure press coverage and enhance brand visibility.





Event Management

- Liaise with and manage relationships with suppliers and vendors, including external agencies, venues, printers, and photographers.
- Plan, organise, and execute OCN NI Events, including awards ceremonies, conferences, and stakeholder engagement activities.
- Coordinate event logistics, including venue selection, supplier contracts, guest lists, and schedules.
- Develop and deliver event promotion strategies to maximise attendance and engagement.
- Manage event budgets, ensuring cost-effectiveness while maintaining high standards.
- Evaluate event success and provide reports with recommendations for improvement.

Content Development

- Writing and proofreading creative copy.
- Create event briefs and objectives documents for events or marketing campaigns
- Create and schedule social media posts.
- Working knowledge of key industry tools such as Google Analytics, Adwords. Have a working knowledge of SEO/PPC.
- Development and implementation of digital marketing campaigns using tools such as Google Ads & Facebook Ads, demonstrating a creative approach to content creation.
- Maintenance, editing and production of content for the organisation's website and contribute to any future developments in this area.
- Analyse new and emerging social or digital platforms and their potential to support organisational goals.
- To work with the Business Team and internal teams to produce engaging multi-media content, such as blogs, videos, newsletters, podcasts, news articles and landing pages about OCN NI's activities and products.
- To proactively collect stories from education and training providers, resources and interviews from all sources including online, social and print media, for use by OCN NI in marketing activities.
- Provide regular reports, follow latest trends and make recommendations to help improve the organisations digital profile.



Reporting

- Monitor and report on the effectiveness of marketing campaigns and adjust strategies accordingly.
- Attend and contribute to Business Development team meetings producing reports and up to date information on marketing activities, events and other information as required.
- To ensure regular and efficient financial administration and reporting on department's budget, including processing of expenses, invoices and timesheets.
- To monitor, review and proactively disseminate information relating to coverage of the organisation online.
- Provide regular reports, follow latest trends and make recommendations to help improve the organisations digital profile.



Health & Safety

- Be aware of the Health and Safety Regulations applicable to the working environment and adhere to same.

Quality Management System

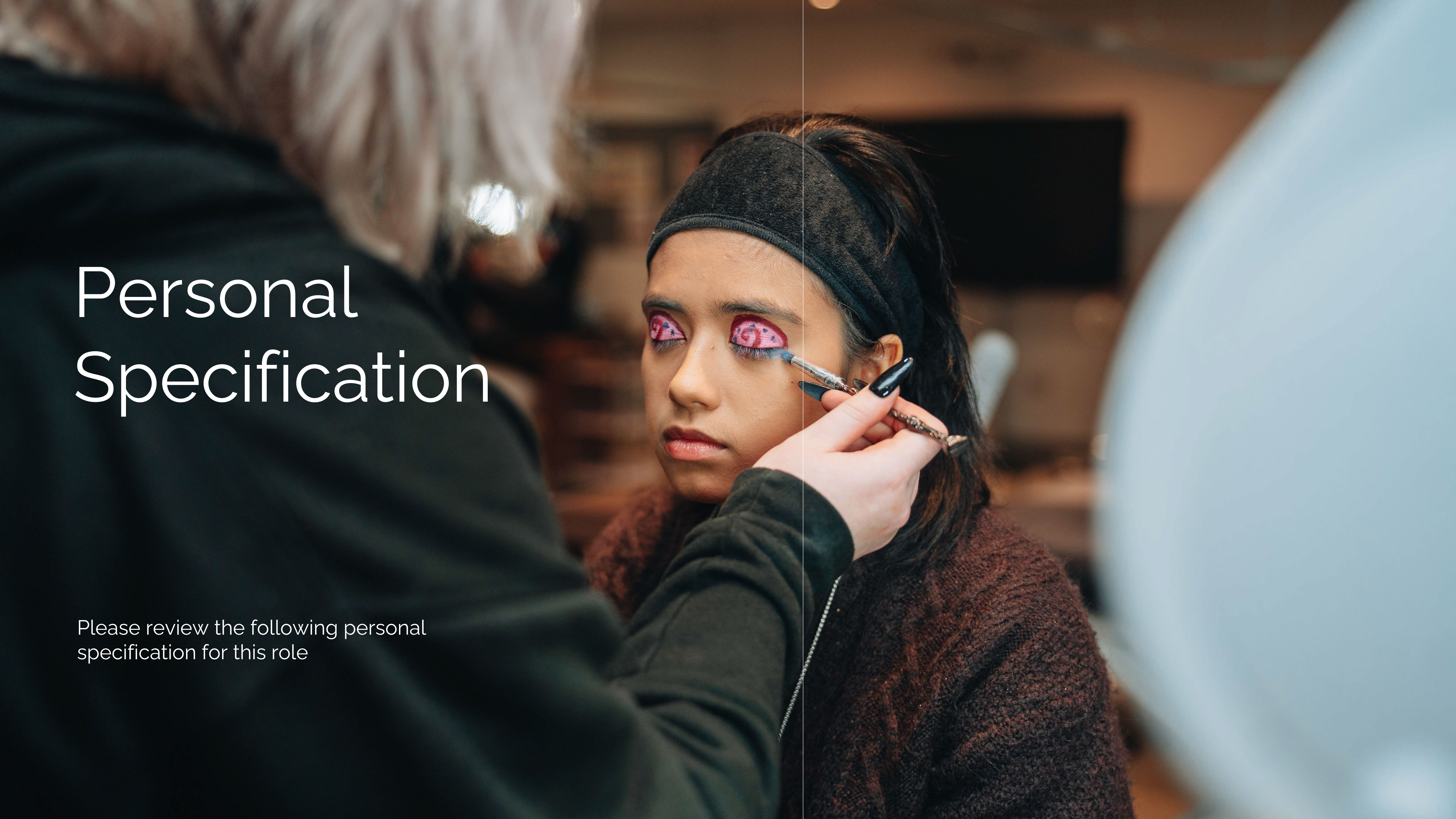
- Ensure compliance with the Company's Quality Management System and ISO 9001 requirements.

Other

- Undertake such training and personal development that is identified by OCN NI through its annual review to ensure your own personal CPD remains current.
- Undertake and assist on other ad hoc projects as and when required.
- Other duties as required by the organisation

Personal Specification

Please review the following personal
specification for this role



Essential Qualifications & Experience

- A degree in Marketing, Communications, Business, or a related field.
- Ability to use the Adobe Creative Suite, Canva or similar package.
- At least 2 years of experience in a marketing or events role.
- Strong knowledge of digital marketing tools, including social media platforms, email marketing, and website management.
- Excellent communication and writing skills with a creative mindset.
- Proven experience in planning and delivering successful events.
- Ability to work both independently and collaboratively within a team.
- Strong organisational skills with the ability to manage multiple projects simultaneously.
- Experience in developing and scheduling digital content
- Experience of creating and sending segmented email campaigns
- A full current driving licence and access to a car is essential. Consideration will be given to alternative travelling proposals in respect of applicants with a disability who cannot hold a licence
- Ability to pass an Access NI check.

Desirable Qualifications & Experience

- Experience in the education sector.
- Experience of working in IT and/or cyber security.
- Proven customer relationship management
- Experience of working in an awarding body or examinations environment

Further Information

Duration: The post is a permanent full-time position. Employment will be subject to a probationary period of 6 months to the satisfaction of OCN NI. Performance will be reviewed on an ongoing basis in line with OCN NI's current performance management system.

Salary: Salary range is £29,969 - £36,483. This is a six-point salary scale, with progression opportunities occurring each April.

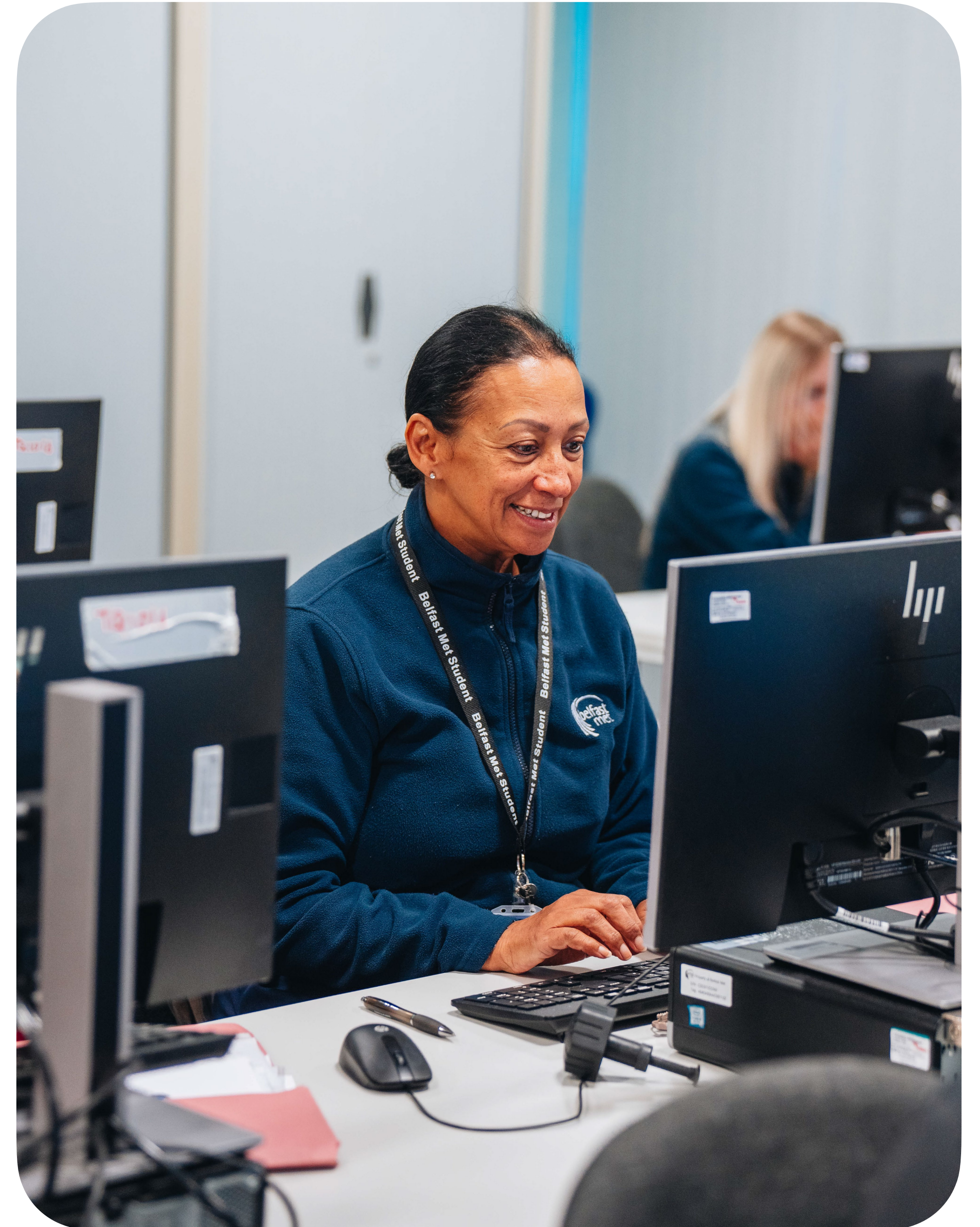
Pension: 9% Employer contribution, 6% Employee contribution.

Location: Sirius House, 10 Heron Road, Belfast, BT3 9LE. Following successful completion of probationary period, an application can be made for hybrid working.

Hours of Work: 35 hours per week (exclusive of lunch breaks). Flexible start/finish times are in operation with core working hours from 10am to 4pm Monday to Friday.

Holidays: Entitlement is 39 days each year inclusive of statutory and public holidays rising to 44 days after 10 years' service. The leave year runs from 1st August to 31st of July.

Note: This document is supplied for information purposes only and does not constitute terms and conditions of employment.





Welcome to OCN

At OCN, we believe that our employees are our greatest asset. We are committed to creating a supportive and rewarding work environment that fosters growth, well-being, and work-life balance.

ocnni.org.uk

Why work with us?

At OCN, we take pride in being Northern Ireland's leading Awarding Organisation. We collaborate with a diverse range of partners, including Further Education Colleges, Schools, Training Organisations, Third Sector Organisations, Health Trusts, and Prisons, to support education and training across various sectors.

OCN NI is a UK-recognised organisation regulated by CCEA Regulation, allowing us to develop and award professional and technical (vocational) qualifications from Entry Level to Level 5 across all industries. Additionally, we are regulated by Ofqual, enabling us to offer similar qualifications in England.

Our commitment to excellence and innovation ensures that our qualifications meet the highest standards, empowering learners and organisations to achieve their goals.

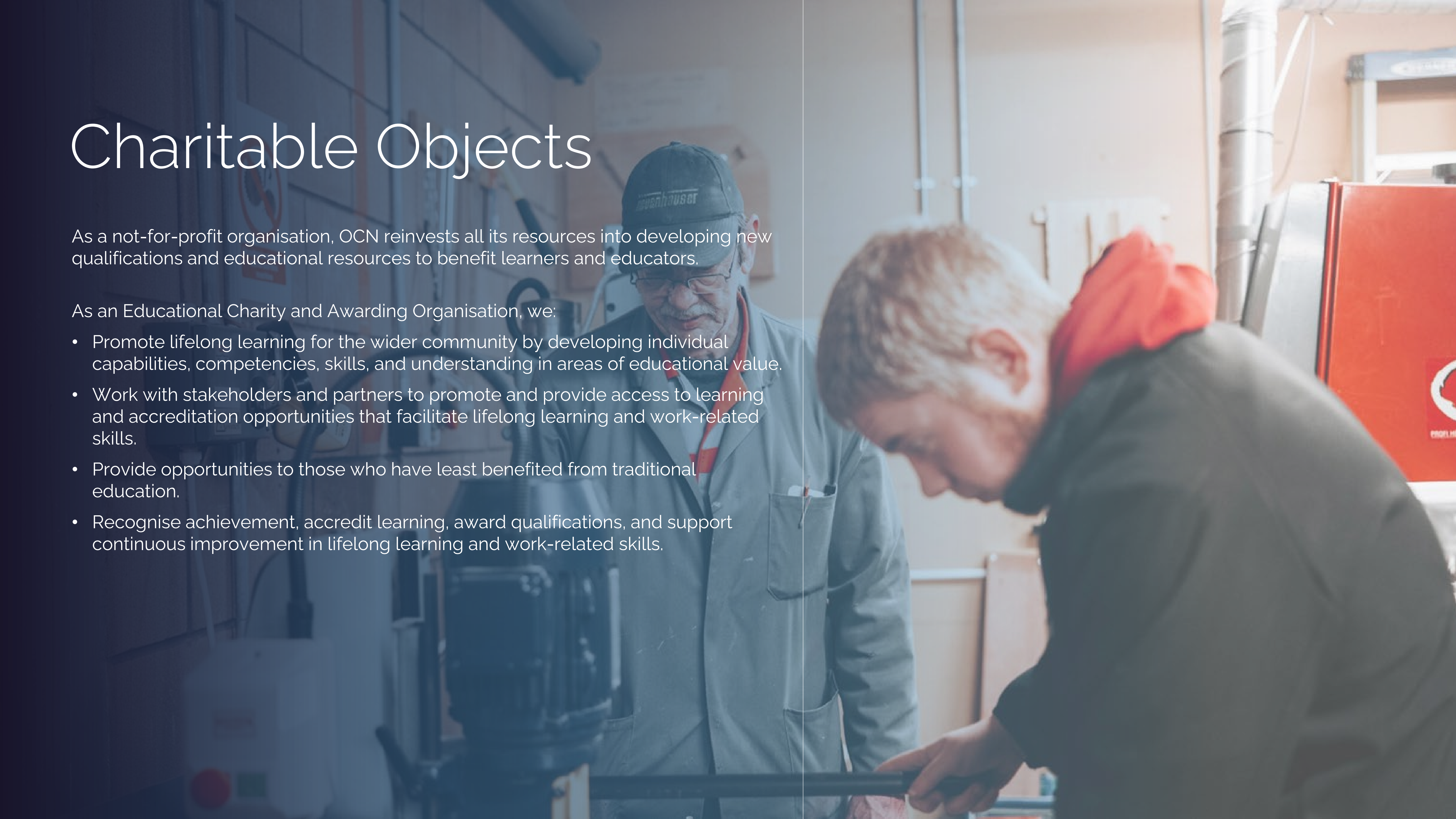


Charitable Objects

As a not-for-profit organisation, OCN reinvests all its resources into developing new qualifications and educational resources to benefit learners and educators.

As an Educational Charity and Awarding Organisation, we:

- Promote lifelong learning for the wider community by developing individual capabilities, competencies, skills, and understanding in areas of educational value.
- Work with stakeholders and partners to promote and provide access to learning and accreditation opportunities that facilitate lifelong learning and work-related skills.
- Provide opportunities to those who have least benefited from traditional education.
- Recognise achievement, accredit learning, award qualifications, and support continuous improvement in lifelong learning and work-related skills.



Giving back to our community

We actively support our centres and learners through funding and recognition initiatives:

Centre Grants: We actively support our centres and learners through funding and recognition initiatives:

Learning Endeavour Awards: We celebrate and reward the dedication of learners across Northern Ireland. These awards honour individuals who have shown exceptional perseverance and commitment to their education.

Our Mission

To develop and award qualifications
which engage, enrich and equip
learners for life.

Our Vision

A successful, inclusive society where
every learner matters.

To achieve our mission and values, we
have identified three strategic priorities:



To be the awarding
organisation of
choice



To promote learning
as a tool for
transformation



To be innovative,
creative and
continuously improve

Our Values

LEARNER CENTRED

Everyone has the right to learn and develop throughout their lives and have that learning recognised and valued.

RESPECT

Everyone is entitled to be valued equally and treated with dignity and respect. We will apply the highest standards of integrity in everything we do.

EXCELLENCE

Everyone has the right to high-quality services which are accessible, valued and responsive to needs. We will hold ourselves to the highest standards of responsible business.

COLLABORATION

The needs of learners are more effectively met by working closely together with our Centres and other stakeholders to seek collaborative partnerships.

Did you know?
OCN were founded in 1995 and have awarded over 800k people with certificates!

Benefits of Working at OCN

For more information on OCN Employee Benefits, [click here](#).



Employee Assistance Programme

Access to confidential support and resources to help you navigate personal and professional challenges.



9% Employer Pension Contribution

We invest in your future with a generous pension contribution to help you plan for retirement along with 4x your annual salary for life assurance cover



Generous Holiday Allowance

Enjoy 39 days of annual leave, inclusive of bank holidays, with an additional day for each year of service after 5 years, up to a maximum of 30 days.



Flexible Working

Flexible working options available depending on your role, such as hybrid working or part time. Providing flexibility and convenience



Remote Working

Depending on your role, you may have the option to work remotely, providing flexibility and convenience.



Employee Private Health Scheme

Comprehensive health coverage to ensure you and your family are well taken care of.



Health Cash Plan

Get money back on everyday health expenses, including optical, dental, chiropody, and more.



Key Moments Support

We offer a comprehensive range of leave and pay entitlements, including: Enhanced Maternity and Paternity Pay, Parental Leave, Bereavement Leave, Wedding Leave & Company Sick Pay.



Training & Development

Access to ongoing CPD both internally and externally.

INVESTORS IN PEOPLE®

We invest in people Gold

Our staff is valued at OCN, and we are proud of our Investors in People Gold accreditation. Through investment and vision, we have developed tools, processes, and metrics that have allowed our employees to thrive, and we truly understand the value and contribution of our team.

Equality, Diversity and Inclusion

OCN NI is committed to equality, diversity, and inclusion.

We have an effective EDI strategy that includes a successful EDI-embedded culture, a range of EDI training for all employees, and EDI policies and procedures.

Staff Retention

At OCN, we are proud of the loyalty and dedication of our team. Our average length of service is an impressive 7.5 years, reflecting the supportive, inclusive, and rewarding environment we strive to maintain. Notably, 33% of our staff have been with us for over 10 years, and 21% have served for more than 15 years — a testament to the positive culture and long-term opportunities at OCN.

We recognise and value long service with dedicated appreciation initiatives, acknowledging the ongoing contributions of our team members as they grow their careers with us.



ocnni.org.uk

All job applications should be submitted to careers@ocnni.org.uk

Where potential
meets possibility.

