



Recruitment Pack

Digital, Marketing & Events Lead

Develop and deliver creative and engaging digital content, marketing campaigns and events

www.tinylife.org.uk



Digital, Marketing & Events Lead

Hybrid: Belfast Office 2 days

Full Time 🐾 **37 hours p.w** 🐾 **NJC points 15-20 £29,093 - £31,586**

Are you a creative powerhouse with a flair for digital content, a passion for storytelling, and a love of events that make a difference? TinyLife, Northern Ireland's Premature and Sick Baby Charity, is looking for a dynamic Digital, Marketing & Events Lead to amplify our voice, grow our reach, and spark supporter engagement.

In this fast-paced role, you'll:

- Lead our digital presence across Facebook, Instagram, LinkedIn – and help us TikTok with the times!
- Craft compelling content, support website design and updates, and keep our brand looking fresh and fabulous.
- Plan, promote and bring TinyLife events to life – from idea to impact – creating campaigns, materials and magical moments.
- Be the storyteller, collaborating with our services team to share real stories, champion donor stewardship, and build meaningful supporter journeys.
- Be our media cheerleader – building local press relationships, creating buzz, and shining a light on the incredible families we support.

If you are a digital-savvy, event-loving communicator with project management skills who thrives on purpose and wants to make a real impact, we want to hear from you.

Location

Hybrid/Belfast Office:

The ideal candidate needs to be within travelling distance of the TinyLife Belfast office - Tuesday & Thursday are the office days currently.

Reporting To:

Reporting To:

Head of Fundraising and Communications

Application Process:

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Candidates are requested to complete the application form with all relevant information and submit a covering letter. You can attach a CV but all information **MUST** be on the TinyLife application form to be considered for interview.

Deadline is: Noon on Monday 7th July

Interviews: will be held on Wednesday 16th July*

Potential Start Date: mid to late August

[Click for application form](#)

*you must be available to interview on 16th July

All applicants must have the right to work in the UK

TinyLife recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from people of all backgrounds.



Tiny Life

Who are TinyLife

TinyLife are Northern Ireland's only dedicated premature and sick baby charity here to help provide services both in the Neonatal Unit and in the community. Over 1700 babies are born premature each year in Northern Ireland.

As you may or may not know the neonatal journey with your baby doesn't always come easily - especially after a difficult start. That's why we're here to support parents every step of the way.

Our services are delivered across all five health and social care trusts beginning with support for parents right at the start of that journey in the neonatal units.

Once families are home, we continue that care with community-based peer support, baby massage classes and family support visits - all designed to build confidence, ease anxiety, and strengthen the connection between parent and baby.

Who we are looking for:

1. Are you passionate about the power of social media to tell stories?
2. Do you have a creative mind and a love for creating joyful content?
3. Do you love planning events from the beginning to the end?
4. Are you all about the 'brand' image and sharing awareness of an amazing charity?
5. Are you confident and experienced in mobile phone filming, photos and editing, with the possibility of a podcast?
6. Do you enjoy working as part of a close-knit team?
7. Are you proactive and can you take direction and continue tasks independently?
8. Could working for Northern Ireland's leading premature and sick baby charity help progress your future career aspirations?

Job Purpose:

The Digital, Marketing & Events Lead will lead on the development and delivery of creative and engaging digital content, marketing campaigns and events. The postholder will be responsible for raising awareness of TinyLife's work, enhancing our online presence, promoting fundraising and family events, and building meaningful connections with supporters.

No day is ever the same in this role, but the one constant is a supportive team, flexibility and an opportunity to develop this role the way you would like it to be in line with TinyLife's vision and values.

This role is ideal for a proactive individual who is passionate about digital storytelling, community engagement and making a difference in people's lives.



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**Tiny
Life!**

Digital Marketing and Communications

- Manage the planning and implementation of a print and digital marketing strategy inline with the overall Fundraising and Communications Strategy to achieve KPI's.
- Proactively create and schedule compelling content across all social media channels (Facebook, Instagram, LinkedIn, TikTok) to support campaigns, appeals, services and awareness days.
- Manage and respond to all comments or queries across all social media channels.
- Manage and update the TinyLife website (new Sept 2025 - SquareSpace), ensuring content is up-to-date, accessible, and SEO-friendly.
- Design and distribute email newsletters and supporter communications using platforms such as Mailchimp and TinyLife's CRM Charitywise.
- Develop graphics, videos, blogs and digital stories to engage audiences and reflect the voice of our families.
- Manage and monitor Google Ad campaigns and digital advertising, reporting on performance and reach.
- Track, analyse and report on digital engagement and audience growth, using tools such as Google Analytics and Meta Insights against KPI's and help make recommendations for improvement.

Marketing and Events

- Plan, promote and deliver TinyLife's portfolio of key events, including challenge events, community fundraisers, family events and awareness campaigns.
- Liaise with suppliers, venues, volunteers and event participants to coordinate logistics and ensure successful delivery.
- Develop event marketing materials including posters, fundraising toolkits, registration pages and promotional content.
- Support and attend events across Northern Ireland, ensuring brand visibility and excellent supporter experience.
- Capture event content (photos, quotes, testimonials) for use in future marketing and reporting.
- Support the fundraising team with donor stewardship assets.

Supporter Engagement and Public Relations

- Collaborate with the Family Support and Fundraising teams to share stories of impact sensitively and ethically.
- Assist in developing supporter journeys, donor stewardship plans and campaign communications.
- Represent TinyLife at events, cheque presentations, networking opportunities and speaking engagements as required.
- Support media engagement and local press opportunities with draft content and relationship building.



Essential Criteria

- Minimum relevant third level qualification or equivalent.
- Minimum two year experience in a marketing and digital role with project management skills .
- The ability to present key messages to different audiences in a sensitive but compelling manner using TinyLife's voice.
- The ability to plan and run both large and small-scale fundraising events.
- A proven track record in achieving KPI's and achieving targets, both financial and non-financial.
- Knowledge of the principles of good donor management and/or customer care.
- Experience of developing relationships across a wide range of external customers including businesses, individuals, and organisations.

Attributes		Essential
Values & Qualities	Passionate, empathetic, and enthusiastic about working for TinyLife.	✓
	Commitment to Equity, Diversity and Inclusive values and practice.	✓
	Empathetic and confident people person.	✓
	Quick learner.	✓
Skills	Strong instinct for what makes engaging, audience-relevant content	✓
	IT literate with experience using Microsoft Office/Adobe Suite/Canva.	✓
	Flexible, adaptable approach & a good teammate, great communication and interpersonal skills	✓
	Organised with excellent attention to detail and time management skills. Good verbal, written and presentation skills	✓
Experience	Background in any of the following areas - social media, digital content creation, multimedia or digital communications.	✓
Knowledge	Excellent knowledge of following social media platforms – Instagram, Facebook, TikTok and LinkedIn	✓
Qualifications	Have a recognised social media, digital marketing and/or communications related degree or similar.	✓



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Desirable Criteria

- Knowledge of Legal and financial aspects of fundraising e.g. Fundraising Regulator and the Codes of Fundraising Practice.
- Experience of monitoring and reporting on performance to inform recommendations.
- Knowledge of families of premature babies and young children under the age of five.
- A full driving licence with access to a vehicle*. (*We will consider applicants that are unable to drive if they have reliable access to a dedicated driver and private transport, ensuring they can travel as necessary for the required role.*)

Core Competencies and Behaviours:

The following competencies will be explored at interview:

- **Focus on Outcomes:** Ability to effectively plan and organise work, anticipate issues and overcome obstacles to ensure results are delivered.
- **Teamwork and Communication:** The ability to work collaboratively to build and maintain effective relationships (both internally and externally) in line with our ethos and values.
- **Innovation, Change and Resilience:** The ability to use your initiative to think ahead.
- **Service Excellence:** Strong attention to detail with the ability to ensure high quality standards and internal service excellence is consistently delivered.
- **Technical and Professional Development:** Effective use of IT including Microsoft, Adobe, Canva and databases.

Risk, H&S, Safeguarding, Quality and Compliance:

- Adhere to standards in line with changing requirements, legislative compliance and best practice.
- Act confidentially and take proactive steps to ensure compliance to GDPR at all times.
- Adhere to Safeguarding, Health and Safety policies, procedures and practices at all times and report any risks immediately to your manager.

Continuous Improvement:

- Seek opportunities to promote continuous improvement in all areas of practice.
- Support self-development and welcome training opportunities within TinyLife.
- TinyLife is a small charity and sometimes we will have to take on 'other' tasks. Are you ok to support this?



Our TinyLife values guide what we do:

Empowerment



Learning



Courage/Bravery



Inclusivity

