



Communications and Marketing Lead

Initial 12-month contract (subject to funding)

16 hours per week

Salary: £33,000 FTE (£16,500 pro rata)

About Angel Eyes NI

Angel Eyes NI works alongside children and young people with visual impairment and their families to secure their rights, remove barriers and build the conditions that enable learning, belonging, independence and choice.

We combine direct support, professional training, research, advocacy and innovation to improve outcomes and influence systems. Through our work, we support children, young people, families, professionals and decision-makers to better understand visual impairment and create more inclusive opportunities.

Alongside our charitable work, we deliver Empatheyeyes, an innovative visual impairment simulation and training programme that helps professionals understand the real-world impact of sight loss through immersive learning experiences.

Angel Eyes NI, Innovation Factory, 385 Springfield Road, Belfast BT12 7DG

info@angeleyesni.org

Angel Eyes NI Services is registered with the Charity Commission for Northern Ireland NIC103126. Registered in Company House Belfast as a Company Limited by Guarantee NI633274.

The Role

This is an exciting opportunity to shape how Angel Eyes NI and Empatheyeyes are seen, understood and experienced.

Reporting to the CEO and working closely with the Director of Services, the Communications and Marketing Lead will be responsible for strengthening the visibility, profile and influence of both Angel Eyes NI and Empatheyeyes.

The postholder will act as the organisation's brand champion, ensuring consistency, quality and accessibility across all communications while supporting the implementation of our communications, marketing and brand strategy.

This is not primarily a social media role. Content is generated across the organisation by staff teams. The Communications and Marketing Lead will provide oversight, coordination, planning and quality assurance while helping ensure our communications reflect our values, ambitions and impact.

Key Responsibilities

Brand and Communications

- Lead the implementation of Angel Eyes NI's communications and marketing strategy.
- Support the development and ongoing implementation of the organisation's brand identity.
- Help maintain a clear and consistent relationship between Angel Eyes NI and Empatheyeyes.
- Ensure all communications are aligned with agreed brand guidelines, tone of voice and accessibility standards.
- Act as a central point of advice and support for staff creating communications content.
- Develop communication templates, guidance and resources to support consistent messaging.

Content and Storytelling

- Oversee and coordinate content across social media, website, newsletters, campaigns and promotional materials.
- Work with staff, children, young people and families to gather stories, case studies and examples of impact.
- Ensure the voices of children, young people and families are represented respectfully and meaningfully.
- Support the production of impact reports, presentations, funding reports and organisational publications.
- Create engaging content that demonstrates the difference Angel Eyes NI and Empatheyeyes make.

Marketing and Public Profile

- Identify opportunities to strengthen organisational visibility and influence.
- Support the promotion of services, projects, training programmes, events and campaigns.
- Develop marketing materials for services, training and organisational initiatives.
- Support media relations, press releases, articles and public awareness activity.
- Help position Angel Eyes NI as a leading voice in visual impairment, inclusion and accessibility.

Website and Digital Presence

- Act as the organisational lead for website content, structure, accessibility and user experience.
- Lead the ongoing development and management of the organisation's websites and digital platforms.

- Support implementation of website redevelopment projects and digital improvements.
- Monitor website performance and identify opportunities to improve user experience and engagement.
- Ensure digital content remains accessible, current and relevant.

Planning and Evaluation

- Develop and maintain a communications and marketing plan aligned with organisational priorities.
- Monitor communications performance using analytics, feedback and engagement data.
- Produce simple reports demonstrating reach, engagement and impact.
- Identify trends, opportunities and areas for improvement.

Internal Collaboration

- Work closely with staff across all services to understand activities, achievements and communication needs.
- Support colleagues to maximise the reach and impact of their work.
- Encourage a consistent and coordinated approach to communications across the organisation.

Essential Criteria

Applicants must be able to demonstrate:

- A degree in Marketing, Communications, Public Relations, or a related discipline, or at least five years' relevant experience in a communications, marketing or brand-focused role.
- Minimum three years' experience delivering communications and marketing activity.
- Experience implementing or managing brand guidelines and ensuring consistency across communications.

- Excellent written communication, copywriting and storytelling skills.
- Experience developing content for a range of audiences and platforms.
- Experience managing websites and digital content.
- Good understanding of communications planning, audience engagement and digital marketing.
- Strong organisational and project management skills.
- Ability to work independently and manage competing priorities.
- Excellent interpersonal skills and ability to work collaboratively with colleagues and stakeholders.
- Competent IT skills including Microsoft Office, Canva and content management platforms.
- Commitment to accessibility and inclusive communication.

Desirable Criteria

- Experience supporting organisational rebranding or brand development projects.
- Experience using website management platforms such as Webflow, Squarespace or WordPress.
- Experience of media relations and public affairs.
- Knowledge of visual impairment, disability, education or family support services.
- Experience working with lived experience stories and impact reporting.

What We Offer

- Flexible and supportive working environment
- 4-day working week culture (pro rata)
- Hybrid working arrangements
- 8% employer pension contribution
- Generous annual leave entitlement
- Ongoing professional development opportunities
- Opportunity to help shape an ambitious and growing organisation

Inclusive Recruitment

We actively welcome applications from people with lived experience of visual impairment and disability and are committed to creating an inclusive workplace.

Reasonable adjustments will be available throughout the recruitment process and within the role itself.

To Apply:

To apply, please submit your CV along with a covering letter outlining how you meet the essential criteria to: sara@angeleyesni.org

Closing date: Monday 6th July 2026

Interviews will be held on **Tuesday 21st July 2026**

Preferred start date: **Tuesday 1st September 2026**