

PODIEM

Marketing, Communications
and Events Executive

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ELEVATE**

Company Background

Podiem creates insightful, informative and enjoyable experiences/events that change the trajectory of participants.

Our client base includes some of the best-known brands on the island of Ireland (see next slide).

We regularly work with world-class performers (sport and business) and globally renowned thought leaders.

Podiem is also the owner of, and delivery partner for, Sustain Exchange and The Management & Leadership Network.

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Standing ovation for Nigel Owens MBE at our 2022 Summit.

electric
Ireland

Danske Bank

Millar McCall Wylie SOLICITORS

Ulster University
Business School

EAST
SIDE
PARTNERSHIP
INSPIRING BELFAST

kainos®

CELEBRATING
20 YEARS
THE MANAGEMENT AND
LEADERSHIP NETWORK
MLN

The Open University
Ireland

FLEET
FINANCIAL

cpl
Work The Future

FPM
AN AAB GROUP COMPANY

SUSTAIN
EXCHANGE

Catalyst

Mills Selig
Your legal team.

CATAGEN
beyond now



Belfast
City Council

George Best
BELFAST
CITY AIRPORT



TITANIC
BELFAST

LCCC
Lisburn &
Castlereagh
City Council

Amet

Pacem

School for Social
ENTERPRISES
in IRELAND

Xperience

Belfast
Harbour

Working for PODIEM

This role will involve

Event Creation: Concept, content, branding, marketing collateral and campaigns

Pre-Event Support: Booking systems, participant comms, name badge, event packs, venue & catering briefing

At & Post Event Support: Registration, set-up, venue & catering management, photo/video capture & evaluation

Email Marketing: Including quarterly client e-newsletters

Social Media: Increasing engagement across various channels

Press coverage: Engage with traditional media (daily newspapers and business/trade publications)

Website Management: Updating word press websites

Database Management: To enhance engagement across various projects

Search & Spin Research: Identifying new ideas, campaigns and speaker content

Social Impact Activity: Organising and publicising

Headline Projects

The successful candidate will work on the following Podiem projects:

Sustain Exchange Summit: Inspiring action on the climate emergency

Breaking Boundaries: A Programme for entrepreneurs who break the mould

30 Under 30: A world-class leadership programme for climate change-makers

The Management & Leadership Network: Connecting local leaders with global thinkers

Eastside Awards: Celebrating & recognising the best of East Belfast

The Transform Programme: Equipping existing & future social entrepreneurs

Belfast Business Idea Award: Recognising & developing the most promising ideas in the city

The SuMMit: Northern Ireland's biggest and best leadership conference

The successful candidate will also lead on Marketing & Communications activity for our sister company **Pacem**.

Podiem delivering the Breaking Boundaries Programme. [Click to view video.](#)

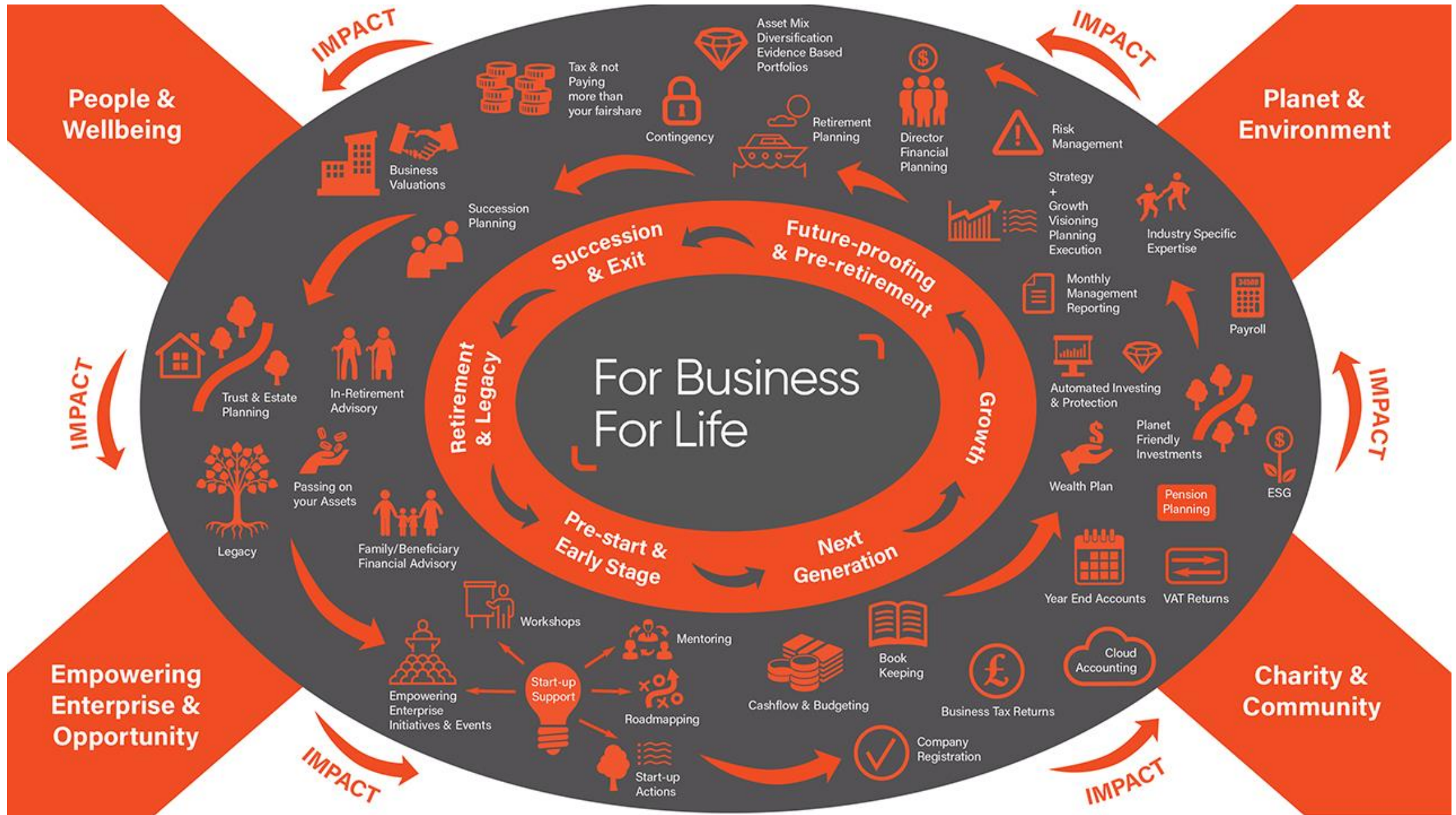
Working for Pacem

50% of this role will be devoted to leading on Marketing & Communications activity for **Pacem**. This is an exceptional opportunity to **own and grow the marketing function** at a growth-orientated business.

A sister company to Podiem, Pacem is a **multi-award-winning** provider of coordinated business accounting and financial advice to business owners and successful professionals (see next slide). Founded in 2017 and now employing 23 people, Pacem is one of NI's fastest growing financial advisory firms with a strong focus team development and wellbeing evidenced by multiple 'employer', 'best company to work for' and 'growth' awards.

As part of its impact and engagement activity, Pacem regularly **co-designs initiatives** such as 'The Expedite Programme', '30 Under 30 Climate Change-makers' and the 'Belfast Business Idea Award' alongside Podiem.

The Pacem Ecosystem



Person Specification

Skills and experience:

- Marketing, Communications or related degree and preferably 1 -2 years' experience (which can include placement)
- Excellent organisation skills to manage simultaneous tasks
- Demonstrable experience of planning and delivering innovative and successful marketing and communication plans
- Ability to take the lead and work autonomously
- A genuine desire to learn and progress within the role (both Podiem and Pacem are 'Thinking Organisations')
- Knowledge and experience of website CMS systems (training will be provided)
- Knowledge of social media platforms and relevancy
- Solid and proficient copywriting skills with proficient written English
- Exceptional attention to detail
- Proficient in using Microsoft Office Suite including Excel, Word, PowerPoint
- Digital design skills to produce eye catching content for social media and event promotion including using content creation tools such as Adobe, Canva
- Hold a full current UK driving licence and access to a car for the ability to travel to events and client meetings. Consideration will be given to alternative travelling proposals in respect of applicants with a disability who cannot hold a driver's licence.

Desirable:

- Agency experience including working with multiple clients
- Event management experience
- Knowledge of video capture and editing

Role Headlines

Location: Based in Belfast

Start Date: August or September 2023

Salary: £26k per annum

Pension: 5% of annual salary

Duration: Permanent

Hours: 37.5 hours per week (hybrid working options available)

Progression: This is a unique opportunity to quickly become a pivotal member of staff in both companies working closely with management to drive engagement and company growth.



Pacem and Podiem collaborate on the 30 Under 30 Climate Change-makers Programme. [Click to view video.](#)

Holidays: 20 holidays and 13 statutory days

Development: Autonomy alongside the opportunity grow into the role

Learning: Study trips and regular access to genuinely world-class thinkers

Network Development: Working with high profile individuals and clients

Pathway: Opportunity to elevate quickly with Podiem and/or Pacem

Environment: Affability is to the fore in Podiem and Pacem



Team Pacem pictured at our 5th anniversary teambuilding trip to Barcelona in October 2022



The Person

This is a unique opportunity for the right person to carve out a long-term role, becoming an integral member of the team.

Please note the previous skills are not an exhaustive list and consideration will be given to those who possess the companies' core values overleaf and can demonstrate a genuine willingness to learn and grow.

Both Pacem and Podiem are committed to social impact beyond our client base. We proactively seek ways to positively impact our community and the planet/environment and encourage this across our teams.

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Values, Behaviours & Podiem's Commitment to Clients



We will **care** about your project as much as you do. We will live it with you and for you.



Our **communication** will be clear, constructive and considered. Always in your best interests.



Affability will be at the heart of our service. The experience of doing business with us must be pleasant.



We will **appreciate** the trust that you place in us and the fact that no-one owes us a living.



Our **attentiveness** to detail and results, on your behalf, will be relentless.

Pacem Core Values

Good to Be Around

- Easy to get on with.
- Good to be around, even under pressure.
- Genuinely care about people, takes time to talk to people.

Do things the right way, rather than the easy way

- Reliability; complete assurance something will be done and be done right.
- Great organisational skills, attention to detail, and the ability to pull things together.
- Diligence and quality are core to delivering the client service.

Enthusiasm – gets stuck in

- Will do whatever is required.
- Determination to see things through.
- Initiative & commitment to develop.
- Appetite to learn & take on new challenges.

Proud of Pacem and everything that we do individually and collectively

- Everything matters; we take pride in:
 - Our clients – the work they do and our relationships with them
 - Our team and culture
 - Our office and its environment
 - Our communications (written and verbal)
 - Our social impact and outreach activity
 - Our processes

Growth mentality – trying to push the boundaries

- To innovate and evolve, looking for the next opportunities.
- Never satisfied and always trying to improve.
- Purpose in our work and our career development.
- Ensuring we all retain the bigger picture and are asking 'why?'

Always thinking about the client

- We appreciate the opportunity and the business our clients create for us.
- We're here to make their lives easier.
- Working hard for our clients - going over and above expectations.
- Having an inquisitive and questioning approach to client work.
- Focusing on the clients' needs and wants and not what suits us best.

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 **Pacem**

For Business: For Life

Email CV and 1 page cover letter to Frances.Neely@pacem-advisory.com by 5pm on Monday 12th June.

You may wish to reference your alignment with the role requirements and Podiem/Pacem values within your cover letter.

For any queries please contact Frances on 028 9099 6948.

Pacem and Podiem are equal opportunities employers.