



Information
for Applicants

RBAI FOUNDATION COMMUNICATIONS MANAGER

September 2025



ABOUT THE SCHOOL

RBAI was founded at the beginning of the nineteenth century by the public subscription of the citizens of Belfast.

The Main School occupies an impressive eight-acre site in the centre of Belfast, with modern and specialised facilities. The Preparatory Department, Inchmarlo, is self-contained within its own site in the Malone Road area of South Belfast and is exceptionally well equipped for all aspects of teaching and games. The School owns 23 acres at Osborne/Cranmore Playing Fields and 12 acres at Bladon Playing Fields, both on the Malone Road and a Boathouse at Lockview Road, Stranmillis.

Today RBAI has almost 1,100 in its Secondary Department and approximately 130 pupils in the Preparatory Department. About 175 new pupils enter the School every year from a diversity of backgrounds. The School encourages excellence and participation in both academic and extra-curricular activities and ensures that every boy is supported pastorally so that he can fulfil his potential.



THE RBAI FOUNDATION

Honouring Our Past, Creating Our Future

Working with alumni, parents and the wider Instonian community, the RBAI Foundation was established in 2013 and has raised more than £4.5 million to support the development of the School and enhance each pupil's experience.

Alumni also play an active role in supporting pupils through careers talks, mentoring, coaching and providing work experience.

The RBAI Foundation acts as a hub for communication with 8,000 Instonians around the world, hosting alumni events across the UK and overseas, as well as promoting the Belfast Old Instonians Association (BOIA) annual dinners in Belfast, Edinburgh and London.

With an ambitious academic development plan in place, a new fundraising campaign will be launched shortly to help fund the largest capital development in the history of the School, alongside supporting social mobility through pupil bursaries.



ABOUT THE ROLE

RBAI is seeking an ambitious and creative Communications Manager to join the RBAI Foundation team and play a vital role in broadening alumni engagement, cultivating loyalty amongst alumni and promoting a very significant fundraising campaign.

Title

RBAI Foundation
Communications Manager

Department

RBAI Foundation

Responsible to

RBAI Foundation Director

Period of Employment

Permanent

MAIN DUTIES & RESPONSIBILITIES

Social Media

- Support the development and implementation of an effective social media programme in agreement with the Principal, RBAI Foundation Director and Head of Communications for the School to build the RBAI, RBAI Foundation and Inchmarlo brands.
- Co-ordinate visuals and content to ensure effective social media posts.
- Broaden and build social media engagement on owned platforms.
- Explore other suitable platforms for consideration.

Branding and Communications Materials

- Liaise with design agencies and freelance graphic designers as required to produce communication assets on behalf of the RBAI Foundation.
- Work closely with the Head of Communications for the School to ensure consistency of messaging and brand alignment, and to maximise opportunities for collaboration and sharing of communications resources.
- Support colleagues by creating fundraising, event and communications assets as required for social media using Canva or other graphic design tools.

Alumni Enews

- Prepare and publish a minimum of four alumni enews per annum.
- Provide statistical analysis reports as required.

RBAI Foundation Website

- Conduct a site-wide review of the RBAI Foundation website every three months, identifying content and detail which is out of date/in need of updating.
- Liaise with colleagues to source up to date content when appropriate.

Alumni Events

- Develop marketing materials to promote events to target groups.
- Support the organisation and administration of alumni events as required.

Other

- Support senior staff and other team members as required.
- Build and maintain excellent relationships with teaching and non-teaching colleagues across all departments.
- Adhere to all data protection legislation, safeguarding guidelines and health & safety requirements at all times.
- Keep up-to-date with matters of compliance and sector best practice, and attend relevant training and development courses as appropriate.
- Commit to the development, professionalism and success of RBAI and the wider Instonian community.
- Carry out any other duties commensurate with the post as directed.

This job description will be reviewed regularly and may be subject to amendment or modification at any time after agreement with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the School in relation to the post holder's professional responsibilities and duties.



ABOUT THE PERSON

Eligibility Criteria

To be measured at shortlisting, you must demonstrate on your application form precisely how you meet these criteria.

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> GCSE English Language & Mathematics. Educated to degree level (or equivalent). 	<ul style="list-style-type: none"> A degree in Marketing, Communications or similar.
Experience	<ul style="list-style-type: none"> Three years experience in a marketing or communications role. Ability to produce written materials on time, with attention to detail appropriate for a target audience. Experience of undertaking research. 	<ul style="list-style-type: none"> Experience of developing digital marketing strategies. Event co-ordination. Confidence in public speaking. Marketing analytics. Photography.
Skills	<ul style="list-style-type: none"> Excellent written and verbal communication skills. High degree of creativity and innovation. Experienced and confident user of social media. Demonstratable understanding of how words and imagery work together. Strong understanding of the importance of brand alignment and consistency of style and approach. Excellent IT skills (Microsoft Word, Excel and Outlook). Ability to prepare Powerpoint presentations. 	<ul style="list-style-type: none"> Experience of using a database. Experience of preparing multimedia presentations. Visual editing skills eg. experience of using Canva, Adobe Express or other graphic design packages.
Knowledge		<ul style="list-style-type: none"> Understanding of GDPR guidelines. Awareness of fundraising good practice.
Personal competencies and qualities	<ul style="list-style-type: none"> Personable and empathetic. Excellent organisational skills. Strong attention to detail. Diplomacy. Flexibility and willingness to work out of regular office hours when required. 	<ul style="list-style-type: none"> An eagerness to learn new skills and commitment to personal development. Ability to develop and maintain strong working relationships with a range of stakeholder groups. A passion for education and an interest in alumni relations work.

ABOUT THE BENEFITS

Salary

The proposed salary range is £34,000–£37,500 pro rata per annum, depending on experience.

Working Hours

15–22.5 hour per week, Monday to Friday, TBC.

Benefits

- Generous paid annual leave in excess of statutory leave. 14 customary holidays and 23 annual leave days (increasing to 30 annual leave days) pro rata.
- Free parking on site.
- Access to generous pension (NILGOSC pension employer contributes 19%).
- Lump Sum Payable to your beneficiary if you die.
- Survivors' Pensions Payable to your civil partner, spouse or eligible cohabiting partner and eligible children.
- Occupational sick scheme in excess of statutory requirements.
- Up to 60% discount on fees at RBAI and Inchmarlo.
- Family leave (includes maternity, paternity, adoption and surrogacy) in excess of statutory requirements.
- Staff development days annually.
- Contribution towards cost of external training.
- Access to Inspire Workplace (delivering mental health wellbeing and support in the workplace).

APPLICATION SUBMISSION

Please complete the Application Form and Monitoring Form ensuring you have supplied evidence of your qualifications, experience and skills relating to the criteria for the post.

Please return completed forms, marked private and confidential for the attention of the Bursar, to:

info@rbai.belfast.ni.sch.uk

or post to

R.B.A.I.

College Square East

Belfast BT1 6DL

by

12 noon on Friday 10 October 2025.

PRE EMPLOYMENT VETTING

RBAI places paramount importance on the safeguarding and wellbeing of our pupils. Consequently, we undertake pre-employment vetting of all applicants who are successful in being selected for a position at the School. This vetting includes, but is not restricted, to an Enhanced Disclosure Check with AccessNI including a barred list check for certain posts, taking up of references and examination of past employment record.

Posts involving work in the School are subject to the provisions of the Safeguarding Vulnerable Groups (Northern Ireland) Order 2007 (as amended by the Protection of Freedoms Act 2012). Further details regarding this check will be issued as part of the pre-employment vetting process.

Please note that a criminal record will not necessarily be a bar to an applicant obtaining a position and any Disclosure Information will not be used unfairly. Guidance on the recruitment of ex-offenders is available at: <https://www.executiveoffice-ni.gov.uk/publications/employers-guidance-recruiting-people-conflict-related-convictions>

It is an offence for anyone to who is barred from working with children and vulnerable adults to apply for a role in Regulated Activity within the School. Further information may be obtained from AccessNI at: <https://www.justice-ni.gov.uk/articles/regulated-activity-and-enhanced-checks>

