



APPLICATION FORM

Instructions to Applicants

- Please complete this form legibly and return it on or before the closing date specified in the advertisement.
Late applications will **not be** considered.
- ONLY INFORMATION PROVIDED ON THIS APPLICATION FORM WILL BE CONSIDERED BY THE PANEL.
- Curriculum vitae will not be accepted.
- Candidates must outline clearly how their qualifications and experience meet both the **essential and desirable requirements**.
- All information given will be treated with the strictest confidence. Continuation sheets may be added if necessary.

POSITION APPLIED FOR: Blair's Holiday Park's Marketing Co-Ordinator, Antrim & Portrush Opportunity

1. Personal Details

Title:	Forename:	Surname:
Address for Correspondence:		
Email:		Postcode:
Telephone (Day):		Mobile:

Please simply tick the box which applies to you:

Do you have the right to work in the UK? Note: the company will require proof of this right before an offer of employment can be confirmed – e.g. Birth certificate and/or any other appropriate document required to confirm your right to work in the UK as required by the Asylum and Immigration Act 1996	Yes	No
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Have you ever been convicted of a criminal offence? [Exclude convictions which are spent under the Rehabilitation of Offenders (NI Order 1978)]	Yes	No
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2. Education: Qualifications Obtained/Vocational Training Course

Examination/Course (e.g. GCSE, CSE, RSA, City & Guilds, NVQ etc)	Subject	Grade/Level	Year Obtained

2.1 Further/Higher Level Qualifications

Qualification	University/College	Grade/Level	Year Obtained

2.2 MEMBERSHIP OF PROFESSIONAL ORGANISATIONS

Date Joined	Institute/Organisation	Grade Of Membership (Where appropriate)

3. Employment Record

(please list chronologically starting with current or most recent employer. Continue on a separate sheet if necessary).

From Month Year	To Month Year	Employers Name Location & Nature of Business	Position Held & Salary	Brief Description of Post	Reason for Leaving

4. TRAINING

Details of training courses attended and awards achieved, including dates, if appropriate:

5. ATTENDANCE RECORD

Please details number of days and occasions of absence in the last 12 months

6. DISABILITY DISCRIMINATION ACT 1995

If you require any special arrangements to be made to assist you if called for interview, please let us know in advance of the interview.

7. Information in support of your application

Skills, abilities and experience- essential and desirable

Blair's Holiday Parks will shortlist for interview only those applicants who appear from the available information to be the most suitable candidates for the post in terms of relevant skills, experience and ability.

It is therefore essential that applicants fully describe how they meet each particular requirement, including relevant timescale/duration (i.e. provide dates), of the Shortlisting Criteria. To fully describe, please give 2-3 clear examples of your competency in each area

- Please use this section to demonstrate why you think you would be suitable for the post by reference to the *essential and desirable* criteria listed in the job description, as well as person specification
- Please include examples (where possible) as to how you meet these criteria
- Please include all relevant information, whether obtained through formal employment or voluntary/leisure activities. Attach and label any additional sheets used.

See guidance sheet for further information

7.1 Person Specification – please describe how you meet the person specification for the role of Blair's Holiday Park's Marketing Coordinator

Max 400 words

7.2 Project Management— please detail your experience in co-ordinating and developing marketing project (s). Detail different steps, your involvement, as well as external agencies involved. What were the measurable outcomes? How did you measure the successfulness of your project? How did you evaluate your project?

Max 400 words

7.3 Experience of Marketing Asset Management – Detail how you have developed and delivered marketing assets . Please detail: Type, budget, internal/external agencies used and how you have measured the success of these assets

Max 400 words

7.5 Experience in delivering multi- media marketing strategies– for type of product/service, offline/online techniques, budget and budgetary management, how you used analytical and evaluation tools, successful/unsuccessful outcomes

Max 400 words

7.5 Experience of creation and production of marketing materials- copy writing, design, types of materials, experience of design software used, your audience and measurable outcomes

Max 400 words

7.5 Experience of Managing Budgets please detail year's experience in budget management. Your level of budgetary control, level of budget in which you have worked, and how you have optimised spend to achieve maximum ROI across all media channels.

Max 400 words

7.6 Experience of developing & content management of Website, Digital & social media platforms – Year's experience, type of systems used, years used, reach, analytics and outcomes

Max 400 words

7.7 Experience of Collaborative working – years' experience in working with cross function teams, detail types of teams, size, demands and how your function in marketing supported overall business goals

Max 400 words

7.8 Any other relevant supporting evidence which will support your application

Max 400 words

8. References

Please give the names and addresses of two persons for reference unrelated to you. One must be your current /last employer, the other preferably a past employer. Both must be able to comment on your ability to carry out the duties of the post for which you have applied.

If you do not wish referees to be contacted prior to interview please enter X in the relevant box below.

1.	Name:			
Company/Organisation:				
Position in Company:				
Address:				
Postcode:		Tel No:		
Please put an 'X' in the box if you do not wish referees to be contacted prior to interview				
				<input type="checkbox"/>

2.	Name:			
Company/Organisation:				
Position in Company:				
Address:				
Postcode:		Tel No:		
Please put an 'X' in the box if you do not wish referees to be contacted prior to interview				
				<input type="checkbox"/>

9. RETURN OF COMPLETED FORM AND DECLARATION

When you have completed this form please return it to the address below before stated **closing date.**
Return all sheets of the form whether you have used them or not. Late application forms will not be accepted.

FAO Vanessa Elder, Senior Manager- Supporting Services
Blairs Holiday Parks
Hilltop Holiday Park
60 Logestown Road
Portrush
BT56 8PD

Or by email to vanessa@blairsholidayparks.com

I certify that the information I have provided is true, complete and correct to the best of my knowledge, and I understand that any false statements or the withholding of any relevant information may provide grounds for the withdrawal of any offer of appointment or its immediate cancellation if an appointment has been accepted.

Signed: _____ **Date:** _____

10. Applicant Monitoring Questionnaire

Please complete and return in separate envelope marked **Monitoring Questionnaire**

MONITORING QUESTIONNAIRE: Private & Confidential

Ref No:

We are an Equal Opportunities Employer. We do not discriminate on grounds of religious belief or political opinion. We practice equality of opportunity in employment and select the best person for the job.

To demonstrate our commitment to equality of opportunity in employment we need to monitor the community background of our applicants and employees, as required by the Fair Employment and Treatment (NI) Order 1998. You are not obliged to answer the questions on this form and you will not suffer any penalty if you choose not to do so.

Regardless of whether we practice religion, most of us in Northern Ireland are seen as either Roman Catholic or Protestant. We are therefore asking you to indicate your community background by circling the appropriate comment below.

I am a member of the Protestant community

I am a member of the Roman Catholic community

I am a member of neither the Protestant nor Roman Catholic community

Please circle whether you are: **Female** **Male**

If you do not complete this questionnaire, we are encouraged to use the "residuary" method, which means that we can make a determination on the basis of personal information on file/application form.

Section 1 of the Disability Discrimination Act describes a disabled person as a person with a 'physical or mental impairment which has a substantial or long-term effect on his/her ability to carry out normal day-to-day activities'.

Using this definition, would you consider yourself to be disabled? **Yes** **No**
(please circle as appropriate)

Note: It is a criminal offence under the legislation for a person to "give false information ... in connection with the preparation of the monitoring return".