

COMMUNICATIONS OFFICER

Job title: Communications Officer

Reporting to: Manager of the Advocacy team

Key purpose: To assist the Manager in delivering the communications strategy.

Main duties:

Assist the Manager in planning, developing and implementing the organisation's communications strategy;

- Provide an effective point of contact for media enquiries; Operate an effective media enquiry response mechanism; Continuously update media distribution lists; Profile and pitch to journalists and producers; Develop relationships with key media; Set up broadcast and print interviews.
- Assist in generating national media coverage for Focus Ireland; Generate regional and local publicity (Including effectively targeting specialist media) to highlight the activities of Focus Ireland;
- Support Focus Ireland's fundraising work by promoting events/campaigns through effective and tailored national and local PR programmes.
- Support Focus Ireland's advocacy work by proactively promoting key campaigns through national, regional, local and targeted specialist media; Organise media conferences; assist with media campaigns for coalition groups.
- Increase the profile of local Focus Ireland projects around the country with the roll out of a regional media strategy.
- Support work on internal communications and manage the SharePoint platform for Focus Ireland.
- Produce quality print and on-line materials such as reports, magazines & e-zines.
- Support work to maintain and develop Focus Ireland's social media profile; Contribute to the updating and ongoing development of the website. Be part of a team that produces short, sharp video content for social media and internal communications.

- Assist with the co-ordination, organisation/event management of Focus Ireland events and campaigns.
- Working to help support the understanding (and use) of the Focus Ireland brand identity as part of the communications strategy of the organisation.
- 'Supporting the manager to deliver effective internal communications.
- To work within the framework of the overall objectives of Focus Ireland.
- Participate in relevant training and development courses as agreed with your manager.
- To undertake such other duties as might be reasonably assigned from time to time in consultation with your manager.
- Be vigilant to any Health, Safety and Welfare risks in the workplace and bring any concerns to the attention of your manager or Health & Safety Representative

Ability to

- Conduct other duties as required; including maintaining/updating databases, managing mail outs;
- Assist in work to recruit celebrities, political and sector representatives for endorsement of key campaigns, fundraisers and/or events.
- As part of the organisation's customer involvement programme, work closely with customers and media to ensure constructive interviews are conducted, ensuring customers have an empowering experience of sharing their story and ensuring media understand and respect the difficulties the customers have overcome.
- Developing monthly, quarterly and annual work reports.
- Manage volunteers, interns, staff teams during launches and events/Conduct other duties as required.

Essential criteria: Communications Officer

- A third level qualification at degree level in journalism, public relations or equivalent professional qualification;
- Extensive relevant professional experience; including direct fundraising public relations work and/or direct agency PR /or journalism employment.
- Event management experience including organising photocalls/ press conferences and events such as seminars/conferences; (Examples of photo-calls, press releases & press coverage will be required from candidates who are called for interview.)
- Experience of working with (or within) Irish newspaper and broadcast media;
- Significant experience in fundraising communications & PR: Launching events, supporting sign ups and promotions of fundraising work with innovative and specifically targeted strategic media and online work.
- Understanding of the voluntary sector; Interest in social issues.
- Experience in writing effective press releases and/or writing articles for regional/national/specialist media.

- Experience managing the production/design of high quality material such as newsletters, leaflets, annual reports; e-zines;
- Excellent interpersonal and communication skills (verbal and non-verbal);
- Strong team player with the ability to also work alone and to tight deadlines;
- Excellent computer skills – all office applications.
- Flexibility in relation to hours of attendance to meet the requirements of the role. Work during unsociable hours and some regional travel will be required.
- Ability to demonstrate creativity, developing ideas from inception to execution.
- A strong understanding of social media and digital communications.

Desirable criteria: Communications Officer

- Record of working on campaigns for organisations/or client accounts in agency work;
- Some experience in conducting media interviews (Including broadcast)
- Experience of crisis management
- Experience of working across social media platforms.