

## Job Description

<b>Job title:</b>	Housing and Customer Engagement Officer (FH and LEAP)
<b>Reporting to:</b>	Manager of the Advocacy team
<b>Key purpose:</b>	To assist the Manager in delivering the communications strategy in relation to (i) Focus Housing and (ii) involvement of people with lived experience of homelessness.

### **Main duties:**

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

- To work within the framework of the overall objectives of Focus Ireland
- To engage Focus Ireland customers people with lived experience of homelessness to participate in projects including media work, research, campaigning and communicating to potential funders and supporters.
- To support the Communications team respond to requests for people who are experiencing homelessness as part of the overall media strategy
- To support people with lived experience of homelessness in their engagement with the media
- To engage with front-line staff to build support and understanding for customer participation projects.
- To develop and deliver the Focus Ireland Lived Experience Ambassadors Project (LEAP), which will engage a cohort of people with lived experience of homelessness. This work will involve cross team partnership work with services & fundraising.
- 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.
- Working to help support the understanding (and use) of the Focus Ireland brand identity by Focus Housing as part of the communications strategy of the organisation.
- Supporting the Communications manager to deliver effective internal communications.
- Be vigilant to any Health, Safety and Welfare risks in the workplace and bring any Concerns to the attention of your Line Manager or Health & Safety representative.
- Participate in relevant training and development courses as agreed with your Manager.
- Undertake such other duties as might be reasonably assigned from time to time in consultation with the Project Leader.

## **Ability to**

- Conduct other duties as required; including maintaining/updating databases, mail outs;
- Help recruit celebrities, political and sector representatives for endorsement of key fundraisers and/or events.
- As part of the organisation's customer involvement programme, work 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.
- Represent Focus Ireland externally at events and in work with other organisations/coalitions.

## **Essential criteria:**

- A degree in journalism, public relations or equivalent professional qualification;
- At least 5 years relevant professional experience;
- Experience of working with (or within) Irish newspaper and broadcast media;
- 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);
- Ability to work with a team and the ability to work alone and to tight deadlines;
- IT literacy;
- Ability to attend some meetings, events outside of normal business hours if required. (Will involve some regional travel)
- Ability to demonstrate creativity, developing ideas from inception to execution.
- A strong understanding of social media and digital communications.
- Strong understanding of internal communications role in an organisation and willingness to undergo essential training in this area.

## **Desirable criteria:**

- 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.

**Contract:** This is a fixed term appointment for 2 years.