



## **Communications Officer**

### **Role Description**

**Reporting to:** CEO

**Responsible to:** CEO

#### **Role Purpose**

The Communications Officer will take a lead role in the development and implementation of a communications and PR strategy to ensure that key organisational objectives are fully realised. The key elements of the communication strategy include promotion and media work, cross-functional advocacy and policy work, website and social media development, relationship building and the dissemination of information to a diverse range of stakeholders. The Communications Officer will promote and advocate for EPIC as the national organisation for young people in care. S/he will ensure that EPIC policy positions and messages are clearly and effectively communicated to a wide variety of audiences, including young people

#### **Key Tasks**

##### **Promotion and Media Work**

- Developing an integrated communications strategy, incorporating PR, Marketing and Social Media
- Preparing an annual communications and brand development plan for the organisation
- Co-ordinating and implementing, in collaboration with staff, awareness raising events and advocacy campaigns
- Assisting in the development of clear consistent messaging for the EPIC team
- Promoting EPIC events, activities and policy positions/priorities across a range of media, in consultation with staff
- Writing and distributing regular press releases for local and national media
- Responding to issues emerging in mainstream media of relevance to young people in care
- Handling media queries
- Identifying spokespersons within the organisation and briefing them in advance of interviews with the media
- Representing EPIC and its work at local, national and international level when required.

##### **Advocacy and Policy**

- Working with the CEO, Policy Manager, Advocacy Manager and staff team to respond to the policy, advocacy and participation objectives
- Developing and co-ordinating relevant advocacy campaigns in conjunction with the CEO, Managers and staff

- Supporting EPIC to lobby and campaign, through the development of support advocacy and policy materials.

### **Website and Social Media development**

- Ensuring that the website is updated on a regular basis
- Reviewing the website regularly with young people, staff and other stakeholders
- Liaising with external professionals to continually improve the website as a tool
- Monitoring usage of the website
- Developing and overseeing an online marketing strategy, including use of social networking sites, blogging, ad-words, and other activities which raise the profile of EPIC online
- Overseeing and managing all social media input – twitter, Facebook etc.

### **Relationship Building**

- Maintaining and building relationships with journalists and key members of the media
- Representing the organisation, where appropriate, through attendance at relevant events/meetings both nationally and internationally
- Building alliances and fostering collaboration with a range of stakeholders across both statutory and voluntary sectors
- Encouraging and supporting the involvement of EPIC promotional and advocacy campaigns
- Liaising with the CEO, and others, to write briefing documents and other relevant copy
- Working closely with editorial team to review/edit publications and other materials
- Assisting with the publication of the EPIC newsletter and co-ordinating the production, editing and writing of articles.
- Liaising with designers regarding the planning and layout of publications
- Ensuring that publications are disseminated and promoted online and in hard copy where appropriate

### **General**

The Communications Officer will also be expected to: -

- Contribute to the organisational development of EPIC through attendance at: -
- Staff meetings
- Team meetings
- Work planning days
- Work review days
- Board meetings (where required)
- Undertake other duties as may be assigned by the CEO

## **Person Specification**

### **Essential Skills and Experience:**

- Education to degree level in a relevant discipline or equivalent
- A good knowledge and understanding of the Irish charity sector  
Experience in dealing with public representatives and a diverse range of stakeholders.
- Experience of developing and maintaining relationships with the media; both local and national.
- Experience of developing, managing and delivering a strong communications strategy including co-ordinating awareness raising and/or advocacy campaigns
- Ability to work at a strategic and operational level in a complex environment
- Track record of networking, collaboration, and project delivery
- Excellent interpersonal, communication and influencing skills
- Excellent writing skills across a range of media with the ability to utilise data from relevant sources
- Excellent computer literacy to include MS Office, social and digital media platforms

### **Desirable Skills/Competencies:**

- A minimum of three years' experience working in the community and voluntary sector
- Ability to represent the organisation nationally and internationally
- Experience of acting as a spokesperson/doing media interviews
- Capacity to build and sustain broad and diverse networks
- Capacity to access, analyse and make appropriate use of relevant research
- Ability to translate complex material into plain English
- Capacity to keep abreast of the changing political and sectoral environment
- Ability to work to tight deadlines and within budget
- Self-starter, comfortable working without significant direction
- Strong ability to work effectively as a member of a team
- Fluency in a second European language would be an advantage