

JOB SPECIFICATION: COMMUNICATIONS ADVISOR (PR)

Job Title: Communications (PR) (Maternity Cover)

Responsible to: Secretary General

The Irish Red Cross is part of the world's largest independent humanitarian network, the International Red Cross and Red Crescent Movement, which is committed to, and bound by, its Fundamental Principles of Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality.

The vision of the Irish Red Cross is to be a leading humanitarian organisation, providing impartial services and support to vulnerable communities both at home and abroad.

Summary of Role:

Working with the Secretary General, Head of Fundraising and the Digital Fundraising & Communications Manager to promote the humanitarian work of the Irish Red Cross in Ireland and overseas in line with the Principles of the Red Cross organisation.

Main tasks and responsibilities

- Deliver the communications strategy to build engagement and increase the profile of the organisation amongst key stakeholders in line with strategy and annual budget
- Manage all media relations and advise Secretary General on media and strategy
- Develop, execute and evaluate PR & marketing communication campaigns across all traditional and digital media channels for all services and programmes
- Research, develop and pitch ideas to media to secure online, print and broadcast coverage
- Research, write and distribute press releases, statements, speeches and features
- Develop content and liaise with internal and external stakeholders as required, including the Board, staff, volunteers and service users
- Liaise with international Red Cross communication centre of excellence for global messaging and content
- Secure and manage relationships with photographers, designer and print and event agencies in program execution
- Manage calendar of events for organisation and communicate to members, staff and Board
- Produce the Annual Report, managing all aspects from scripting to design
- Assist the Fundraising Department in the design and implementation of campaigns
- Support the Fundraising team and corporate partners with content and quotes as required. Provide oversight and approvals on corporate partner and external fundraising communications materials.
- Manage all relevant third party relationships linked to the Communications Department

Experience required for this role:

- At least 5 years' experience in a Communications role with strong PR experience
- Degree in journalism, public relations, marketing, or equivalent professional qualification
- Proven track record of dealing with a broad range of internal and external stakeholders
- Skills and experience in writing press releases and other content with excellent verbal, written and presentation communications skills
- Excellent knowledge of the media sector, with good relationships and experience of securing features and interviews
- End-to-end campaign and project management experience, from planning through to execution
- Executing operational and administrative functions to ensure projects are delivered efficiently
- Budget and cost management
- Understanding of the voluntary sector
- A good knowledge of international news and current affairs

FURTHER INFORMATION

The Irish Red Cross is an equal opportunities employer. We value diversity and aspire to reflect this in our workforce. We welcome applications from people from all sections of the community, irrespective of race, ethnicity, religion, sex, sexual orientation, gender identity, age or disability. This role requires applicants to have the right to work in Ireland. The role allows a blend of remote and on-site working.

REMUNERATION

Salary range €39,000-€46,000, commensurate with experience, plus employer pension contribution after one year's service.

TO APPLY:

Please forward your CV and cover letter to chassett@redcross.ie by **9am on Monday 4 October 2021**.