



JOB DETAILS

Title:	Communications Manager
Duration:	Five year fixed term contract (renewable)
Salary:	€50,000-€60,000, commensurate with experience, plus employer pension contribution ¹
Reporting to:	Secretary General
Line Manager for:	Communications Officer & Digital Content Officer

BACKGROUND INFORMATION

The Irish Red Cross Society is part of the world’s largest independent humanitarian network, the International Red Cross and Red Crescent Movement. The IRC 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. Our mission is to identify and deliver humanitarian assistance to those who are most in need.

Domestically, a significant part of our programmes are delivered by our 4,000+ members and associated 70+ branches around the country.

Internationally, we create impact through our partnerships with our fellow Red Cross Red Crescent National Societies as well as with the global humanitarian organisations that we affiliate to: the International Federation of the Red Cross (IFRC) and the International Committee of the Red Cross (ICRC).

SUMMARY OF ROLE

The Irish Red Cross (IRC) is looking for a creative and highly motivated communications professional to develop and implement a clear and compelling communications strategy to bring our story to a wider audience.

This is an exciting and strategic role that will focus on the development of a coordinated approach to build public support for the IRC and the establishment of an efficient and coordinated internal communications structure throughout the IRC’s national network and head office in Dublin.

¹ This role is assigned to the Job Family of: Programme/Project Managers. The Irish Red Cross has 6 Job Families: Secretary General; Senior Manager; Programme/Project Manager; Coordinator; Development & Admin; Administration.



The person chosen for this role will oversee and drive the development of our communications strategy. Working closely with the Secretary General, our external Media Advisor and Senior Management Team, and directly managing a team of two dedicated communications staff, the Communications Manager will promote the humanitarian work of the IRC in Ireland and overseas in line with the Principles of the Red Cross organisation.

This is **an exciting time** to start working with the Irish Red Cross with a new highly consultative strategic plan being drafted, with the roll out expected in quarter 4 and early 2025. A key focus will be to align our messaging to our strategic focus and weave our compelling narrative internally and externally.

ROLE RESPONSIBILITIES

Strategy development

- Develop and implement a long-term communications strategy to support the Irish Red Cross's new Strategic Plan which is currently in development (for 2025 onwards).
- Coordinate with colleagues from the Red Cross and Red Crescent Movement around the world on joint projects and initiatives.
- Work actively towards the achievement of the Irish Red Cross goals.

Developing and refining systems & process and analysis

- Analyse the impact of internal and external communications.
- Develop and implement annual communications plans, in line with the organisation's overarching objectives, mission and vision.
- Manage the preparation and expenditure of the relevant communications budget.
- Line manage a communications team of two direct reports: Communications Officer and Digital Content Officer.

Internal communications

- Develop internal communications processes, procedures and channels to ensure that all relevant stakeholders are informed and updated, managing the production of the organisation's internal newsletter.
- Liaise with various teams/departments to support their communications needs, creating communication tactics for new projects, events, and initiatives.
- Liaise with the Irish Red Cross branch network – many of which create media content on respective special media channels - to gather and curate stories and images describing the ongoing and vital work of volunteers.
- Provide communications support for key events, meetings, and conferences.



External communications

- With support from the organisation's externally contracted Media Advisor, manage media requests as they arise
- Working with the external Media Advisor, research, develop and pitch ideas to media to secure online, print and broadcast coverage.
- In coordination with the external Media Advisor, research, write and distribute press releases, statements, speeches and features.
- Ensure coordination of content across the organisation's digital communications channels (website and social media).
- Provide media training and spokesperson preparation for senior management and key representatives.
- Represent the Irish Red Cross at international and national events.
- With support from the external Media Advisor coordinate national and international press trips and photo shoots.

Marketing and brand development

- Advise and guide the organisation in matters relating to brand and consistency of message.
- Manage and oversee the creation of marketing and communications deliverables, including the IRC Annual Report.
- Maintain a list of external vendors (printers, designers, etc.) and develop and maintain relationships with same, ensuring adherence to brand guidelines and organisational messaging and ensuring projects are delivered on time and within budget.
- Abide by and uphold the Principles of the International Red Cross Red Crescent Movement
- Undertake training and development as required.
- Undertake any other reasonable work-related duties and responsibilities assigned by the relevant line manager that are consistent with the nature of the job and level of responsibility.

ROLE REQUIREMENTS

Essential Criteria

- 5+ years' experience in Communications or Marketing departments – preferably within a non-profit environment.
- Demonstrable results in implementing marketing and communications strategic plans.
- Strong attention to detail and proven project management skills.
- Excellent written and verbal communication skills.



- Proficiency with Microsoft Office Suite (PowerPoint, Excel, and Word).

Desirable Criteria

- Experience working in a humanitarian organisation and/or with volunteers.
- Experience with Digital Asset Management systems.
- Experience delivering internal communications strategies in complex organisations.

FURTHER INFORMATION

The Irish Red Cross offers the following benefits in addition to salary

- A 5% employers' contribution to a company contributory pension scheme.
- Death in Service benefit of four times salary.
- Flexible working hours, including opportunities for hybrid working.
- Closure of the office on Good Friday, plus two additional 'privilege days' to be used at Easter and Christmas respectively.
- Further education, training and learning supports.
- Professional subscriptions (as applicable).
- Travel (bike-to-work schemes/tax saver commuter tickets).

The Irish Red Cross is an equal opportunities employer. We value diversity and aspire to reflect this in our workforce. We welcome applications for people from all sections of the community, irrespective of gender, civil status, family status, sexual orientation, religion, age, disability, race or membership of the Traveller community. This role requires applicants to have the right to work in Ireland.

APPLICATION PROCESS

To apply for this role, please forward a copy of your CV, together with a cover letter setting out how you meet the essential and desirable criteria for this role to:

jobs@redcross.ie

Your email should contain 'Communications Manager' in the subject line. Applications should be in .pdf or MS Word format, and with file names in the following format: **<Surname>, <First name> - CV** and **<Surname>, <First name> - Cover Letter**

The closing date for applications is **Tuesday 18th June at noon**

Shortlisting for interview will be on the basis of the essential criteria for this role.

It is intended to hold initial interviews for this role on July 1st and 2nd 2024



Crois Dhearg na hÉireann
Irish Red Cross

Please note that there will be a second round of interviews.