

JOB DETAILS

Title:	Head of Communications
Duration:	Five year fixed term contract (renewable)
Salary Range:	In the range of €75k - €85k ¹
Reporting to:	Secretary General
Responsible for:	Communications and Digital team and external agencies.

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 is seeking a strategic, creative and purpose-driven Head of Communications to lead its organisation-wide communications function. This senior leadership role is responsible for shaping the Irish Red Cross's voice across all platforms—covering brand, digital, media, internal and external communications, event delivery, and contributing to fundraising engagement and public policy positioning.

The role is central to how we present our work to the public, government and partners. Key priorities include the development of a national brand-building campaign, a robust storytelling strategy to localise the narrative about what we do in Ireland, a regional media strategy, and the strategic positioning of the Irish Red Cross with government and public bodies as well as public and private donors to the organisation. The role also carries responsibility for protecting reputation through issues and crisis communications, and delivering events that reflect our values and humanitarian purpose.

As a member of the Senior Management Team, the Head of Communications will ensure that communications is integrated into all planning, delivery and engagement across the organisation.

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



KEY RESPONSIBILITIES

Brand and Communications Strategy

- Develop and implement a long-term brand and communications strategy aligned with the 2025–2030 Strategic Plan.
- Lead the creation and delivery of a national brand-building campaign that increases public awareness, trust, and support.
- Ensure consistent and compelling messaging, tone and visual identity across all communications.
- Guide leadership and teams in embedding strong communications practices across all functions.

Storytelling and Public Narrative

- Source, shape and share powerful local stories from across Ireland that reflect the Irish Red Cross's humanitarian work and community relevance.
- Champion a storytelling-led culture that emphasises real people, local impact and the values of humanitarianism.
- Ensure storytelling is integrated into all campaigns, digital engagement, media outreach, and donor communications.
- Promote ethical, inclusive storytelling that protects the dignity of individuals and communities.

Reputation Management, Crisis and Issues Communications

- Lead on reputation strategy and delivery, protecting the organisation's credibility.
- Manage all aspects of crisis communications and ensure the organisation is prepared to respond effectively.
- Lead issues management, including responses to misinformation, negative narratives or reputational risks.
- Draft timely, accurate and values-based statements, messaging and FAQs for senior leaders and spokespeople.

Media and Public Relations

- Oversee national media strategy and develop a regional media approach that increases visibility of work at community level.
- Build and manage strong relationships with national, local and sector media.
- Act as a spokesperson where required and support media training for senior staff and volunteers.
- Write and issue press releases, features, statements and briefings, pitch stories proactively to media.
- Manage press trips, interviews, and photo opportunities.

Digital Communications

- Lead digital strategy and engagement in collaboration with the Head of Fundraising across all platforms (website, social, email).



- Oversee the creation of high-quality digital content that informs, inspires and drives action.
- Ensure digital storytelling reflects our humanitarian values and builds public trust.

Internal Communications

- Design and deliver an internal communications strategy across staff, volunteers and the branch network.
- Manage internal newsletters and channels that keep all parts of the organisation connected and aligned.
- Support change communications and internal engagement initiatives.
- Coordinate with branch outreach and engagement team to highlight local activities, success stories and community impact.

Events and Campaign Delivery

- Plan and deliver major organisational events, including campaign launches, public events, and high-level stakeholder engagements, often in collaboration with the Head of Fundraising.
- Work with talent agencies, venues, suppliers and production teams to deliver polished, brand-aligned experiences.
- Write event scripts, speaking points and messaging, and oversee delivery on the day.
- Ensure events contribute to broader strategic communications and stakeholder goals.

Strategic Positioning

- Work with the Secretary General and SMT to position the Irish Red Cross as a valued humanitarian partner to government.
- Develop messaging and communications that reinforce our relevance to Irish society, public services and communities.
- Localise our narrative to better reflect the real, tangible impact of our work across Ireland, including in health, crisis response, migration, community resilience and volunteering.
- Ensure our communications align with public policy objectives where relevant and support advocacy goals.

Team Leadership, Planning and Operations

- Manage a high-performing communications team of four current staff.
- Develop annual plans and KPIs aligned to strategic objectives.
- Oversee communications budgets, procurement and agency relationships.
- Monitor communications impact, track performance, and continuously improve effectiveness.

Senior Management and Organisational Leadership

- Actively contribute to strategic planning and cross-organisational collaboration as part of the SMT.
- Ensure communications is embedded across programmes, governance, fundraising and volunteer engagement.
- Translate strategic goals into clear communications outputs.



- Represent the organisation in high-level forums, events and stakeholder settings.

General

- Uphold and promote the Fundamental Principles of the International Red Cross and Red Crescent Movement.
- Participate in relevant training and professional development.
- Undertake other duties as required by the Secretary General, consistent with the scope of the role.

ROLE REQUIREMENTS

Essential Criteria

- Minimum 7 years' management experience in strategic communications, public engagement, brand management and team leadership, preferably within a nonprofit or mission-led environment.
- Demonstrated success in developing and implementing marketing and communications strategic plans that deliver measurable results.
- Proven digital leadership experience, including oversight of digital strategy, content, and innovation across platforms.
- Experience leading or contributing to brand development or brand refresh initiatives, ensuring cross-organisational alignment and stakeholder engagement.
- Strong leadership and people management skills, with experience ensuring quality, consistency and timeliness of outputs.
- Proven track record of working effectively with volunteers and mixed teams of staff and volunteers.
- Experience delivering internal communications strategies in complex and decentralised organisations.
- Proven expertise in crisis communications, issues management, and reputation protection.
- Experience engaging with national and regional media and managing media relationships.

Desirable Criteria

- Demonstrated success in leading complex digital transformation projects, such as full website redevelopment, CRM integration, or other major upgrades.
- Strong background in public policy communications and stakeholder positioning, preferably in a nonprofit, public or complex organisation.
- Experience working in the voluntary sector, particularly in partnership with Government Departments.
- Previous work in a humanitarian organisation or direct engagement with volunteer networks.

Skills/competences needed:

- Ability to bring together diverse groups of stakeholders to work collaboratively towards a shared purpose.
- Proven ability to lead in complex environments while maintaining the highest standards of governance and compliance.



- Excellent written, verbal, and interpersonal communication skills.
- Strong alignment with humanitarian values and the mission of the Irish Red Cross.
- Demonstrated independent judgement, political acumen and discretion.
- High tolerance for organisational change, ambiguity and uncertainty.

FURTHER INFORMATION

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

- A 5% employers' contribution to a company contributory pension scheme
- Closure of the office on Good Friday, plus two additional 'privilege days' to be used at Easter and Christmas respectively.
- Death in Service benefit of four times salary
- Flexible working hours, including opportunities for hybrid working.
- Paid maternity leave*
- 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 **Head of Communications – [NAME]** 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: Monday 18th August 2025 at 10.00am

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

It is intended to hold initial interviews for this role during August.

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