



Job Specification: **Media and Communications Coordinator**

Term: Permanent

Working Week: 39

Reporting Line: **Director of Marketing, Communications and Policy**

Base: Based in Dublin (Hybrid options available)

### **Core Purpose of the Role**

The board of the ISPCC has recently approved a new, innovative strategy that seeks to ensure that every child in Ireland can access our support where and when they need it. The ethos of our support is based on building resilience delivered along the Childline platform of branding. This is a significant ambitious programme underpinned by brand repositioning, digital transformation and fundraising growth that will future proof our charity by ensuring we remain relevant to our key audience which are the 1.2m children and young people under the age of 18. Critical to the achievement of this vision is strengthening our talent pool with the creation and development of roles within the organisation to deliver on our ambitions.

Our Communications Marketing and Policy team form a central role in shaping and realising our ambitions for children and our **Media and Communications Coordinator** is one such role. He/she will ensure that ISPCC messages and policy positions are clearly and effectively communicated to a wide variety of audiences.

The following job specification is not intended to be a comprehensive list of all duties involved and consequently, the role may be required to perform other duties as appropriate to the post which may be assigned from time to time.

Based in Dublin (with Hybrid options available) this role presents an exciting opportunity for a highly motivated, creative individual to join the busy team. The successful candidate will be responsible for contributing to the delivery of the Marketing and Communications strategy for ISPCC. This role will greatly impact the organisation as it will play a key role in driving more users to our services.

## Role Specification

- Lead the co-ordination of our media planning, including delivery of press materials, press conferences and interviews
- Build and sustain relationships with media and other key stakeholders who can help to ensure a broad reach for ISPCCC's messaging
- Advise the Senior Leadership Team on media and communications approaches and lead on briefing and coordinating learning and developing of ISPCCC spokespeople
- Act as 'first point of contact' to media enquires – this will include reasonable amounts of 'out of hours' work
- Monitor coverage, trends, developments and updates in media and from the sector to identify opportunities to raise public awareness of ISPCCC and drive positive media coverage
- Work collaboratively with colleagues across the organisation to identify and harness opportunities to highlight Childline services, policy messages and fundraising appeals through strategic partnerships with a wide variety of partners and supporters
- Play a leading role in strategising and effectively delivering communications campaigns and media activities of varying scale to raise awareness of Childline services, progress policy asks and highlight fundraising appeals and initiatives
- Gather insights from our services and develop and advise on narratives to tell the stories of the organisation to relevant audiences in an optimal and strategic manner
- Work cross-functionally to co-ordinate an optimal public presence for the organisation at outreach events, on our websites and social media platforms, with up-to-date, engaging and high-quality activations, content and messaging
- Deliver excellent communications activities to support the work of ISPCCC's fundraising teams to meet the organisation's strategic objectives, including devising and implementing end-to-end plans to support corporate partners, community fundraisers, events and campaigns
- Play a leading role in creating and overseeing the creating of content for ISPCCC publications, including the organisation's Annual Report
- As a key role in the Marketing Communications and Policy team, contribute on Brand on digital to build the credibility of the ISPCCC Brand (internally and externally).

- Support the People Function with communicating and advertising roles in the wider market on our web site, social and digital
- Enable and support colleagues across all departments of the organisation on an agile basis as needs arise, working with a strong sense of prioritisation
- Support driving excellent internal communications among ISPCC employees and volunteers
- Lead on co-ordinating and tracking a number of budgets within the ISPCC Marketing and Communications function
- Carrying out market research to keep up to date with trends as well as predicting future trends.
- Assist with Marketing and other activities as they may arise from time to time, demonstrating flexibility at all times.

### **Essential Requirements**

- Extensive experience working in the field of journalism, public relations, communications or campaigning
- Experience of acting as a spokesperson and of doing media interviews
- Excellent communications skills (both verbal and written) including writing and storytelling skills, with an understanding of brand tone of voice and writing for web and social.
- Strong understanding of the operation of print, broadcast, radio and social media
- Skilled in using new media and technology to promote a message or campaign
- Capacity to keep abreast of the changing political and developments in the Not-for-Profit sector
- Ability to represent the ISPCC professionally
- Ability to design and implement large public awareness/promotional campaigns to communicate a clear message
- Ability to work to tight deadlines and within budget
- Strong ability to work effectively as a member of a team, develop and maintain professional relationships.
- Excellent organisational and IT skills with experience creating content for websites and social media channels (Facebook, Twitter, LinkedIn, YouTube). Experience of web content management systems is desirable
- Some event management experience desirable
- A demonstrable interest in the field of children's rights and child protection and welfare.

## Person Specification:

- Experience in building and sustainable relationships
- Self-starter comfortable working without significant direction
- Ability to work on own initiative and as part of a team with then and external to the ISPC
- Results orientated with a strong analytical approach and practical analytical skills
- Strong understanding of the Irish media landscape and the media consumption and habits of young people
- Creative mind able to identify opportunities and develop them to deliver maximum returns for the ISPC
- An organised individual with exceptional attention to detail up to manage a diverse workflow and work to deadlines

## Educational Requirements

- Candidates should have a bachelor's degree in journalism, communications or a relevant discipline and preferable additional relevant qualifications
- In addition, qualifications or background in Marketing and /or Public relations is a distinct advantage
- A minimum of three years relevant experience, preferably working in the community and voluntary sector.

## Key Relationships/contacts (Internal)

- ISPC: CEO, Director of Marketing and Communications and team, Commercial Director – Fundraising and team along with the Director of Services and their teams

Applications to [recruitment@ispcc.ie](mailto:recruitment@ispcc.ie) by **Monday 21<sup>st</sup> March 2022**

For further information on ISPC see <https://www.ispcc.ie> and <https://www.childline.ie>



