



Job Title:	Communications Officer	Department:	National
Reports To:	CEO	Location:	Head Office, 5 Forest View, Forest Road Swords, Co. Dublin. Some travel throughout Ireland is required occasionally
Contract Type:	Fixed Term -3 Year	Hours of Work	21 hours per week

Purpose of the Role

To coordinate the communications function across GROW to help us achieve our mission and objectives. To work closely with the CEO and other team members to develop and implement all communications activities, ensuring that these activities meet the needs of GROW and our stakeholders.

Communications Strategy

- Develop, implement and monitor the organisations Communications Strategy
- To understand the organisation’s different stakeholder groups and put in place structures to effectively meet the communications needs of each stakeholder group.
- To develop and implement in conjunction with the senior management team, annual and quarterly activity plans aligned with the organisation’s Strategic Plan and communications strategy.
- To monitor, review and periodically update the organisation’s communications strategy.
- To establish a Communications Crisis Team in response to critical crisis
- To monitor and evaluate all communications activity, report on impact and use data to continuously improve communications activities.
- Storytelling – generating content from our stakeholders and supporters for our platforms.

External Communication Channels

- To manage the production and contribute to the copy writing of other communications materials including fundraising materials, services updates, research updates and the Annual Report.
- To oversee the grow.ie site, including day to day content preparation and management and managing the ongoing development of the site.

- To develop and manage GROW in Ireland social media accounts (Facebook, Twitter, YouTube, Instagram), to create and share a range of relevant content to support our work and communicate effectively with our target audiences.
- To produce relevant monthly e-newsletters covering all aspects of our work
- To be a first point of contact on public queries relating to the organisation and its activities and to provide responses to external queries.
- To manage the organisations Google Ad Campaigns and Google Analytical Account.

Media Relations, Publicity & Awareness Campaigns

- To lead on all media and public relations activities concerning the organisation and its activities including the drafting and dissemination of press releases, statements and answering media queries where appropriate
- To proactively develop a network of contacts among media and other stakeholders including members, medical professionals and other organisations to further the organisation's communications and awareness-raising objectives.
- To recruit, manage, co-ordinate and support media volunteers and GROW in Ireland ambassadors on publicity activities.
- To co-ordinate and roll-out annual public awareness campaigns such as World Mental Health Day and other events & campaigns aimed at raising awareness and understanding of GROW.
- To proactively seek out and follow through on key opportunities for raising the profile of the organisation and its work.

Supporting Fundraising Activities

- To provide communications support to the fundraising officer on key activities, promotions, events and campaigns.
- To support fundraising on the preparation of proposals; marketing content and promotional materials.

Brand

- To manage the GROW in Ireland branding, merchandise and identity guidelines and ensure consistency across all communications platforms.

Role Capabilities

Qualifications

- A knowledge of the GROW program is desirable

- A relevant 3 level qualification in communications, journalism PR or equivalent field is desirable or a proven track record in the communications and public relations field

Experience

- Familiar with the Irish media landscape
- Experience of acting as a spokesperson within a media environment
- At least two years relevant work experience in the area of communications
- A knowledge of the community and mental health movement in Ireland and the civil society sector is desirable

Skills

- Ability to demonstrate strength of character in managing priorities of self and others
- Advanced computer skills with experience of developing web sites and social networking for organisational objectives
- Experience in evaluation of communications activity
- Creative and an ability to generate engaging communications messages
- Experience of working with campaigns using traditional and digital marketing tactics
- Ability to absorb the GROW program
- Ability to work as part of a team
- Excellent written and oral communication skills
- Excellent interpersonal and networking skills
- Flexible and resilient character
- Motivated self-starter
- Ability to work with often conflicting priorities and on one's own initiative
- Organising and Planning
- Inter and Intrapersonal Awareness

Signed By Employee:	
Date	