

Supporting Lesbian, Gay, Bisexual &  
Trans Young People in Ireland



## Job Description: Communications Officer

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<b>Salary:</b>	€42,500 (pro rata)
<b>Hours:</b>	21 Hours per week
<b>Reporting To:</b>	Executive Director
<b>Direct Reports:</b>	none
<b>Term:</b>	1 year contract ( <i>including a 3-month probationary period</i> ), with the possibility of extension subject to funding.
<b>Starting Date:</b>	ASAP
<b>Application Deadline:</b>	Thursday 23 <sup>rd</sup> March at 09.00am GMT
<b>Interview Date:</b>	Thursday 30 <sup>th</sup> March ( <i>morning tentative</i> )

### Overview

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BeLonG To's vision is for an Ireland where lesbian, gay, bisexual and transgender (LGBT+) young people are equal, safe, and valued in the diversity of their identities and experiences. We work with LGBT+ young people as equals to achieve our vision through youth work, changing attitudes, and research.

This new post will take over responsibility for the day to day management of the communications function at BeLonG To and lead on the implementation of the organisations communications strategy.

### Key Responsibilities and Duties

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#### Communications & Branding

- Leading on and delivering the Communications Strategy in order to ensure that BeLonG To's messages reach target audiences through appropriate channels.
- Ensure that the communications strategy is delivered on time and within budget
- Evaluate the communications strategy, and associated campaigns at key intervals.
- Develop and implement Brand Identity guidelines and a style guide for BeLonG To

### **Campaign Management**

- Lead on the development and execution of BeLonG To's campaigns in line with objectives identified in the Communications Strategy.

### **Reports and Publications**

- Coordinate the production of the organisation's annual report, newsletters and proof reading and copy writing of all print and electronic communications and publications by BeLonG To Youth Services

### **Press Office and Media Management**

- Manage the press office function
- Actively engage, cultivate, and manage media relationships
- With colleagues, develop and communicate key messages and policy positions
- Identify and support spokespeople

### **Event Management**

- Provide support for all BeLonG To events

### **Digital & Social Media**

- Manage BeLonG To's online presence across digital and social media platforms including its website, Twitter etc

### **Crisis Communications**

- Develop a crisis communications plan, and manage its execution when necessary.

### **Fundraising**

- Working closely with the Director of Fundraising to maximise fundraising opportunities through effective, supporting communications

## Note

This job description is not a definitive list of tasks; rather it is designed to give an overview of the job. It is envisaged that the post-holder will use their own initiative and develop the job under guidance so that the organisations aims are achieved. It should be noted that the organisation is dynamic and fast paced and it may be necessary to step beyond the areas outlined above to support others from time to time.

## Required Knowledge and Experience

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- Degree in a relevant discipline, preferably a Master's Degree or higher in communications
- Five years' experience in a communications, marketing, or journalist role.
- Experience in project management with a proven track record in delivering on objectives.
- Experience of developing and implementing media, advocacy, or marketing campaigns.
- Experience of representing an organisation to the public or/ and media.
- Knowledge and understanding of human rights, in particular the human rights of LGBT+ young people
- Knowledge of the environment in which non-governmental organisations operate.

## Skills and Competencies

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- Very strong interpersonal skills and high emotional intelligence.
- Excellent verbal and written communication skills and presentation skills.
- Good attention to detail, in particular accuracy in written work.
- Results focused with strong administrative and organisational skills.
- Ability to work calmly under pressure and within a small dynamic team.
- Ability to manage a complex workload and work to tight deadlines.
- Excellent IT skills and experience of working within Office 365, PowerPoint and Prezi, CRM systems (Salesforce), Mass Email tools

(Campaign Monitor), Social Media (Buffer, Hootsuite, Twitter, Facebook etc.) and creative software in the adobe suite.

- Photography and Video skills particularly for events and conferences highly desirable.

## Key Relationships

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Internal	External
<ul style="list-style-type: none"> <li>• Board of Directors</li> <li>• Executive Director</li> <li>• Management Team</li> <li>• LGBT+ Young People</li> </ul>	<ul style="list-style-type: none"> <li>• Journalists and opinion formers at a local, national, and international level.</li> <li>• Agencies and suppliers.</li> </ul>

## Overview of Practical Arrangements

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### Hours and Place of work

This post is offered on a part-time (21 Hour working week), exact hours of work to be negotiated with the successful candidate.

The place of work shall be BeLonG To's office on Parliament Street, Dublin 2

### Holidays

26 paid holidays per year (pro-rata) plus Bank Holidays

### The Protection & Safeguarding of Children and Vulnerable Adults

BeLonG To Youth Services has adopted a policy to protect and safeguard the welfare of clients. The post holder will be required to follow this policy at all times and any offer of employment shall be contingent on Garda Vetting and Reference Checks.

### Confidentiality

Due to the nature of this work the post holder will often be party to highly confidential and very personal matters – they must therefore be committed and able to maintain the very highest standards of confidentiality at all times.

**BeLonG To Youth Services is an Equal Opportunities Employer.**

### **Submitting an Application**

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**Applications will only be accepted on BeLonG To's '[Employment Application Form](#)', (CV's and Cover Letters will not be accepted) in advance of the **deadline for applications which is 09.00 AM GMT Thursday 23<sup>rd</sup> of March 2017.****

Applications should be submitted by email to [jobs@belongto.org](mailto:jobs@belongto.org), by post to BeLonG To Youth Services, Parliament House, 13 Parliament Street, Dublin 2, D02 P658, Ireland or by fax to +353 (0)1 670 6219.

We will inform candidates who have been successfully short listed by close of business on Monday 27<sup>th</sup> of March. We regret that it is not possible to provide individualised feedback to applicants who have not been shortlisted for interview and we kindly request that you do not call or email seeking feedback. Feedback is available for candidates called to interview.

Interviews are provisionally scheduled to occur on the 30<sup>th</sup> of March at BeLonG To's offices at 13 Parliament Street, Dublin 2. If you are unable to attend for interview on this date, please state so clearly on page 2 of the application form.