

One Family: Communications Manager (Part Time) **(<https://www.activelink.ie/node/108733>)**



Part-Time Permanent Communications Manager Role

One Family - Ireland's national organisation for one-parent families is recruiting a part-time permanent Communications Manager.

One Family is Ireland's organisation for people parenting alone, sharing parenting or separating. We provide support, information and specialist family support services to all members of all one-parent families, as well as to those experiencing an unplanned pregnancy and to professionals working with one-parent families. One Family's vision is that every family in Ireland will be cherished equally, and will enjoy the social, financial and legal equality to create their own positive future.

This Manager role will lead the Communications service in One Family. The ideal candidate will utilise their broad communications background, as well as their media, events and marketing experience to positively communicate One Family's mission and services. We seek and recruit candidates who display excellence and innovation.

Communications Manager Job Description

Communications:

- Create and implement integrated communications strategies for One Family and each of its services.
- Understand the communication concerns of One Family and positively communicate to diverse audiences about One Family's vision, brand, strategy, policy concerns and services.

Media Relations:

- Develop and maintain positive relationships with the media, provide information as required, promote One Family spokespersons and 'pitch' stories as required.
- Oversee the monitoring of the media, maintain appropriate files and update all relevant One Family stakeholders.
- Develop integrated media relations strategies to support campaigns.
- Finalise and issue effective press releases.
- Work with One Family's media policy panel of parents in an appropriate and responsible manner.
- Media train One Family spokespeople when required.

Social and online:

- Oversee the creation of appropriate and targeted content for all social media channels.
- Maximise the design and content creation of the www.onefamily.ie (<http://www.onefamily.ie>) website and associated e-learning platforms.
- Utilise existing storytelling templates for Facebook and Instagram to strengthen existing audience relationships.
- Creation and publishing of One Family's monthly e-zine, staff newsletter and updating of One Family intranet site.
- Design social media 'call to action' and online advertising and advocacy campaigns.

Policy:

- Support the policy team in communicating key policy messages and to support the development of policy campaigns

as appropriate.

Publishing:

- Develop, write content for, and oversee, the in-house design and publishing of One Family materials in soft and hard copy including annual reports, service leaflets, information publications, training products, reports etc.

Events and networking:

- Organise, produce and oversee the management of One Family events both online and in-person.
- Represent One Family externally as required.

Other:

- Manage all activities within an agreed departmental budget.
- Manage the Communications Officer.
- Oversee all administrative work associated with the post.
- Ensure all statistics are maintained and produce reports as required on all work.
- Participate in all required staff meetings, trainings, strategic plans and development days.
- Participate in supervision and reviews.
- Undertake other areas of work where necessary or as requested by the CEO.

Person Specification

Candidates must:

- Have a solid track record in communicating to diverse audiences through a variety of media.
- Have experience working with and relationships with journalists and the media in Ireland.
- Have experience of generating media coverage for social policy or civil society issues.
- A strong understanding of the design and updating of websites, the use of new media tools for marketing/communications purposes, and the management of backend development.
- Good knowledge of Canva, Hootsuite, SharePoint and Google Analytics is essential.
- Have excellent written and verbal communication skills including editing and the ability to distil complex policy information into clear messages.
- Have a strong knowledge of public relations, marketing and campaigns.
- Have excellent planning skills and the ability to think strategically.
- Have excellent publication skills and experience.
- Have the ability to manage and work within a budget.
- Be an enthusiastic and motivated self-starter with the ability to work in a team.
- Be detail orientated and able to multi-task.
- Have excellent interpersonal, networking and relationship-building skills.
- Have excellent project management and events production skills.
- Have a third level qualification or professional training in marketing or communications.

Although not required, ideal candidates would also:

- Have experience of managing staff.
- Have a good knowledge of the Irish political system.
- Have experience of working in the voluntary/community sector.
- Have knowledge or experience of the issues affecting one-parent families.

Terms of Role:

This is a part-time permanent role for 21 hours/week. Ideally these hours will be worked over 4-5 days/week. The role is based in One Family offices in Coke Lane, Dublin 7 although can be worked on a hybrid basis. The full-time starting salary scale is €50,301 - €55,403 for a 35 hour week based on skills and experience; the salary offered will be *pro rata* for the hours worked. Annual leave and other benefits will be provided. The post is subject to a six-month probationary period.

Applicant Process:

A cover letter and CV addressing the required competencies should be emailed to Karen Kiernan, CEO, One Family at kkiernan@onefamily.ie (<mailto:kkiernan@onefamily.ie>).

Your application should be marked clearly: One Family Communications & Events Manager. Closing date for applications is 5pm on 26 June 2024.

Interviews will be held the first week of July 2024.



Region

Dublin 7 / Hybrid

Date Entered/Updated

5th Jun, 2024

Expiry Date

26th Jun, 2024

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