

Irish Youth Foundation: Head of Communications and Partnerships (<https://www.activelink.ie/node/109336>)



Head of Communications and Partnerships

Reports to: CEO

Location: Flexible working from home or office, subject to preference (Office Dublin 2)

Role: Part-Time (22.5 hours per week) / 12 month contract

Benefits: Attractive annual leave entitlements

Salary: €35,000-€45,000 commensurate with experience

Contact: Please contact Sarah Edmonds by Friday 19th July if you are interested in applying for this role –sarah@iyf.ie (<mailto:sarah@iyf.ie>)

The Organisation: Irish Youth Foundation www.iyf.ie (<https://www.iyf.ie>)

This role

For over three decades, the IYF has worked tirelessly towards our vision to level the playing field for young people and children experiencing disadvantage across Ireland.

As we embark on an incredible new chapter to create even greater impact, we are looking for an exceptional 'Head of Communications & Partnerships' to help charter our course.

For over three decades, our ambitious team has provided guardianship and focused support to the highly skilled individuals, charities and grassroots organisations, that in turn, have empowered generations of children and young people across Ireland to re-write *their* unique stories. To overcome obstacles, to realise ambitions, to create *their* new chapters.

None of this would be possible without our donors and corporate partners, whose vision and support are the fuel to our engine. The silent members of our team; we want to ensure that they feel engaged, assured and inspired as we embark together on our most powerful chapter yet.

The Head of Communications & Partnerships role will unlock innovative and impactful ways to bring our silent team members and audiences on the journey with us. You are a strategic thinker and brilliant communicator who will set the external communications agenda for the IYF, shape our unique voice in Irish society and raise visibility of the topics that matter most to IYF and more importantly - the children and young people of modern Ireland.

Finally, by intricately understanding our key audiences, you will find creative solutions to strike a chord with donors, corporate partners and media – helping us to build a loyal community of advocates. All of whom are crystal clear on the mission of IYF, the realities for children and young people and solutions to help.

Key areas of responsibility

1. Excellent partnerships.

- Manage and grow relationships with the Foundation's existing corporate partners.
- Build creative and innovative opportunities that in turn inspire our partner's internal teams and employees.

- Build personal and lasting ‘collaborations’ with these partners.

Key deliverables:

- Ensure collaborations on big ‘talkability’ moments for IYF are maximised.
- Highlight opportunities/offer creative ideas for collaborations to maximise fundraising opportunities for the IYF.
- Set up regular progress report meetings with corporate partners to update them on the impact of their support and to discuss and activate additional fundraising and staff engagement opportunities.
- Manage day to day relationship with corporate partners.
- Produce performance reports for internal reporting.

2. An authentic and distinctive voice for IYF through digital & social media.

- Ensure key social media channels (LinkedIn, Twitter & Facebook) are effectively managed and bring a new communications strategy to life with clarity and flair.
- Keep our community engaged and connected by celebrating the stories and achievements of children and young people and the great work of youth organisations.
- Develop content to deliver a series of targeted and impactful messages that can be published across IYF platforms.
- Implement an imaginative and highly personalised direct marketing campaign (email focused) that will build a loyal and engaged database of donors who feel informed and inspired by IYF campaigns, projects and progress.
- Manage website as a critical communication channel ensuring that content and information is clear, timely and inspiring to IYF core audiences.

Key deliverables

- Build and manage direct marketing campaigns, ensuring successful transition of key contacts to the database. (Includes liaison with a graphic designer, digital contact and adherence to GDPR).
- Create essential campaign content packages tailored for all IYF digital and platforms.
- Ensure social media platforms are monitored daily and kept up to date.
- Ensure the website is kept up to date with relevant developments and announcements.

3. IYF seen as a leading authority in the media on the realities and solutions for children and young people experiencing disadvantage in Ireland.

- Build and effectively manage long-term, strategic relationships with journalists, producers and researchers across digital, print, radio, TV and audio (podcasts).
- Proactively monitor the Irish news agenda and source proactive (thought-leadership) and reactive opportunities for the IYF to participate through commentary, features and events.

Key deliverables

- Maximise coverage across TV, radio, print & online platforms for one-year on impact report.
- Build relationships with key media contacts across the year to ensure that IYF is approached for commentary and featured in articles relating to the issues faced and potential solutions for children and young people living in disadvantage in Ireland.
- Set up monitoring and tracking

4. Monitoring trends

- Stays informed of developments in the field of communications to foster ideas and innovation.

Qualifications/Skills

- Previous experience in a communications role is essential
- Excellent relationship building and management skills
- Good organizational, planning, and coordination skills
- Ability to multi-task and re-prioritize as needed
- Desire to take full ownership of assigned projects and can work independently
- Ability to manage multiple projects simultaneously
- Possesses a sense of urgency; is self-motivated and detail-minded
- Strong interpersonal skills and ability to build collaborative relationships
- Strong, versatile copywriting skills
- Good verbal presentation skills
- Proactive approach in resolving problems and issues

Region

Dublin 2 / Hybrid

Date Entered/Updated

3rd Jul, 2024

Expiry Date

19th Jul, 2024

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