

## **Dublin Simon Community: Senior Media & Communications Executive** **(<https://www.activelink.ie/node/109810>)**



### **Job Title: Senior Media & Communications Executive**

**Reports to: Communications and Marketing Manager**

**Location: Red Cow Lane, Smithfield, Dublin 7**

### **About Us**

At Dublin Simon Community, we are passionate about making home a reality. Our aim is to empower people to access and retain a home by providing housing, prevention, addiction treatment, emergency response, and other targeted interventions, through advocacy and partnership. If you share our values and want to make a difference then apply for this role with Dublin Simon Community and join the team!

### **About the role:**

We are seeking an experienced communications professional with PR and media management and social/digital proficiency for the role of Senior Media & Communications Executive within the Fundraising & Communications team of Ireland's most trusted homeless charity brand.

This is a key role which supports brand awareness, fundraising and impact through effective news gathering, storytelling and messaging placement.

The successful candidate will drive the delivery of messaging and information dissemination for and about fundraising appeals and campaigns, develop communications initiatives, support press office function and internal communications, and ensure a cohesive and inspiring brand voice for Dublin Simon Community through all external and internal activities.

### **Core Job Requirements**

- Work closely with the Communications & Marketing Manager on the delivery of proactive and reactive media relations through Dublin Simon Community Press Office.
- Act as a key contact for media requests and prepare, coordinate and analyse each media opportunities and events. Lead media briefings and events, preparing internal & external spokespeople for media opportunities. Manage photo calls, shot planning and news desk notifications.
- Monitor, analyse and report on trends across both traditional and social media.
- Write and edit content for a range of audiences across a variety of formats and platforms including press releases, social media, website and DM, tailoring style accordingly.
- Design & produce social media assets, handouts, posters, reports and other creative as required.
- Build and develop strong relationships with frontline staff to support the delivery of content and remain abreast of news and changes within the organisation.
- Support brand identity management for Dublin Simon Community through the streamlining of all internal marketing and communications.
- Create briefs and liaise with designers, printers and other vendors to ensure quality and accuracy of all design across web, electronic and print materials.
- Assist with the development and presentation of additional content such as podcasts, videos, infographics and other emerging channels.
- Support the delivery of key events such as the Annual Impact Report launch and other awareness and fundraising events as required.
- Work with the Senior Marketing Executive on content and management of Dublin Simon Community's website, ensuring the smooth operation and logical flow of information and effective user experience.
- Support internal communication across the organisation ensuring all staff and volunteers are kept fully informed and engaged of fundraising campaigns and events and sectoral trends and representation within media.
- Adhere to all policies, procedures, standards and duties with regard to this position and the organisation, as and when required.

### **Person Specification**

#### **Personal Attributes**

- A proven track record of excellence in writing and editing skills.
- Sound judgement and effective decision-making abilities.

- An innovative and creative communicator who can engage and motivate people within the wider organisation to achieve successful outcomes.
- Self motivated with a strong ability to plan a busy workload and operate effectively under pressure to achieve tight deadlines.
- Strong understanding of news/media requirements and the ability to confidently pitch media ideas and deal with media queries.
- Ability and willingness to attend meetings, fundraising and sector events and networking opportunities outside of normal business hours.
- Working knowledge of the charity, housing and homeless sectors.
- Passionate about supporting and championing the needs and rights of vulnerable people.

## Experience

- Direct experience of dealing with media queries, writing press releases, articles, blogs and other press office activities.
- At least three years' experience in a similar communications role with strong general marketing experience.
- A track record of dealing with diverse stakeholders.
- Experience of social media management and online marketing with strong IT literacy.
- Event management experience including photo calls, seminars and press conferences.
- Copy writing of newsletters, leaflets, annual reports and print production.
- Experience in managing design teams and external agents.
- Video development and editing experience desirable.
- Content management & website experience also desirable.

## Qualifications

- Degree in journalism, public relations, marketing, event management or equivalent professional qualification.

## Benefits to working with Dublin Simon Community:

- 25 days of annual leave
- 5% matched contribution to your pension
- Paid Sick Leave Policy
- Paid Maternity Leave Policy
- Bike to Work Scheme
- Commuter Travel Tax Savers Ticket
- 1st-week Comprehensive Training
- Progression Opportunities

*Shortlisting will be in progress throughout the period that the vacancy is live, so you may be called for interview and/or the vacancy may be filled before the closing date.*

If you are unsure of any of the requirements, contact the Recruitment Team on [\(01\) 635 4860 \(tel:016354860\)](tel:016354860)

**<https://candidate.hr-manager.net/ApplicationInit.aspx?cid=1543&ProjectId=144439&DepartmentId=18958&MediaId=4620&SkipAdvertisement=true>**

**Application due date: 09/08/2024**

**For queries relating to this position please telephone [\(01\) 635 4860 \(tel:016354860\)](tel:016354860)**

### Region

Dublin 7

### Date Entered/Updated

26th Jul, 2024

### Expiry Date

9th Aug, 2024

---

**Source URL:** <https://www.activelink.ie/vacancies/community/109810-dublin-simon-community-senior-media-communications-executive>