

80:20 Educating and Acting for a Better World: Digital Communications Officer (Part Time) **(<https://www.activelink.ie/node/111409>)**



Job Title: Digital Communications Officer

Location: Bray with flexible working arrangements

Reports to: Co-ordinator

Salary: Commensurate with experience, salary scale range €33,000-€45,000

Contract: 3-days a week

We offer 25 days AL per year and a benefits package that includes pension contributions, flexi-time and hybrid remote working and CPD opportunities.

The Digital Communications Officer is a newly created part-time position (3-days per week). The post requires energy, creativity and flexibility and, in return offers variety, opportunity and personal development.

About us:

80:20 Educating and Acting for a Better World is an independent non-governmental organisation that promotes popular education on human development and human rights through education and action projects, research and partnership work. We are currently an agile 3-member staff team that works with a broad network of writers, producers, volunteers, educators and contractors.

About you:

The Digital Communications Officer will support 80:20 to increase its communications and marketing work to reach educators in Ireland, across all levels from schools to universities and community education contexts as part of the developmenteducation.ie programme which 80:20 manages.

The [developmenteducation.ie](https://developmenteducation.ie/about/) programme (<https://developmenteducation.ie/about/>) is an online resource for teachers, educators, change makers and learners focused on the unequal and unjust shape of the world today, led by a consortium of organisations including Aidlink, Concern Worldwide, the Irish Development Education Association (IDEA), the National Youth Council of Ireland (NYCI), Self Help Africa, Trócaire and 80:20 Educating and Acting for a Better World. It includes featured content, a resources library and a members area.

Building on the strategic plan 2024-28, the Digital Communications Officer will be responsible for, in co-operation with the Co-ordinator of 80:20, working with partner organisations and 80:20 colleagues (at Management, sub-Committee and staff levels) to support the communications dimensions of:

1. www.developmenteducation.ie (<http://www.developmenteducation.ie>) consortium project (approx. 90% of time)
2. 80:20's broader communication work (approx. 10% of time).

Main responsibilities

The Digital Communications Officer will work closely with, and report to, the 80:20 Co-ordinator to support contractors to ensure the effective development and delivery of the developmenteducation.ie project as agreed by the Project Management Committee. The post holder will have responsibility for all communications-related elements of this project including:

Communications

- Develop and implement a Communications and Marketing Plan, aimed at end users and strategic partners/institutional supports to drive engagement with stakeholders
- Devise and manage a Social Media Strategy, capturing and curating digital content for website and social media channels
- Maintain a strong and impactful presence through digital platforms, publications, newsletters, and events
- Lead on developing developmenteducation.ie and 80:20's external messaging
- Ensure consistency across external and internal communications for developmenteducation.ie and that content adheres to appropriate policy and legal requirements, always including accessibility guidelines before publishing
- Monitor social media channels to identify trends relevant to developmenteducation.ie and adapt the programme and test engagement
- Proactively test new approaches and ideas to implement as part of a dynamic collaborative work environment along with the Design and Web Development Officer and Education and Research Officer.

Marketing and Engagement

- Lead on SEO marketing, SEO optimisation and Google Analytics implantation
- Develop and implement digital marketing activities and campaigns in support of the programme and partner onward use / linking support
- Support communicating website developments to partners, funders and others as appropriate

Management and Quality Assurance

- Support the development of the Digital Learning for Global Citizenship Education / Development Education Strategy for developmenteducation.ie (content production approach)
- Overall quality assurance communications activities as part of building the profiles of 80:20 programmes as a leading organisation in this field
- Regular analysis and reporting on digital communications activities, and implementing change from the results of analysis
- Any other duties that arise from time to time as directed by the 80:20 Co-ordinator

Person specification

Essential

- Third-level qualification in a relevant field such as communications, marketing or public relations
- Minimum 3-5 years' experience in a communications and/or marketing role, preferably in a non-profit / social justice context
- Proven experience in implementing ambitious communication and campaign strategies and creating and developing targeted, creative and compelling digital content
- Excellent verbal and written communications skills including copywriting, editing and proofreading with a high attention to detail
- Excellent project management skills with the ability to work to deadlines, lead in area of responsibility and adapt with ease to changing situations
- Experience working with tracking tools such as Google Analytics, Facebook/Instagram Insights, X (Twitter) for Business, Google Analytics and ability to analyse monthly, quarterly, and annual audience data
- Excellent interpersonal skills and ability to work as part of a team and to establish good working relations
- Ambitious and motivated to be part of a mission-driven organisation and is comfortable working in a lively, collaborative culture
- Interest in and knowledge of global justice, equality, or climate issues

Desirable

- Experience in managing websites and understanding SEO best practices (Wordpress is our website platform)

- Proficiency in media productions skills and content generation including graphic design (Canva), video editing & production, audio editing
- Experience in mentoring and/or managing staff or volunteers
- Familiarity with using content/relationship/contact management systems such as Mailchimp
- Experience of working with students or young adults.

Don't meet every single requirement? We believe in more than a checklist when it comes to finding the perfect person for a role. So, if this role sounds exciting to you, and you meet many but not all criteria, we encourage you to apply anyway. You may be just the person we are looking for.

In line with our Equality Opportunities Policy, we are committed to equal opportunity and encourage applications from candidates encompassing all ten protected characteristics set out within it. We are committed to fostering an inclusive and collaborative work environment that values all identities, perspectives and experiences, and provides opportunities for learning and growth. We encourage applications from people from all backgrounds & experiences.

About 80:20 policies and procedures

80:20 is committed to **fostering an inclusive environment**, and welcomes and encourages applicants from minority backgrounds who can contribute unique viewpoints and experiences that reflect our increasingly diverse community

80:20 has a commitment to **human rights-based standards and approaches**; a commitment to an environment that promotes Equal Opportunities; commitment to consultative ways of working; commitment to high standards of service; professional attitude to staff, funders and partners; respect for the values of 80:20 Educating and Acting for a Better World.

To apply:

Applications can apply by submitting a CV and cover letter with links to previous communications campaigns or activities. The closing date for applications is **28 October 2024**, 1pm. Interviews are scheduled to take place in early November. Candidates must be legally entitled to work in Ireland. If you have any questions prior to applying, please contact our Coordinator Tony Daly at tony@8020.ie (<mailto:tony@8020.ie>)

Location: 80:20 Educating and Acting for a Better World, St. Cronan's BNS, Vevay Road, Bray, Co. Wicklow

Contract: starting in early November 2024, this is a part-time appointment for three days per week, initially on a one-year contract. This may be extended.

Region

Bray, Co Wicklow

Date Entered/Updated

8th Oct, 2024

Expiry Date

28th Oct, 2024

Attachment	Size
Digital Communications Officer - Job Spec.pdf	608.24 KB

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