

Union of Students in Ireland: Communications Manager **(<https://www.activelink.ie/node/111584>)**



Communications Manager

The Union of Students in Ireland now wishes to recruit a Communications Manager, to lead on external communications and advise on internal communications for the organisation.

The successful candidate will excel in Public Relations tasks, at both online and traditional media communications and will employ that excellence managing the USI digital presence, and prepare striking and engaging visual and video messaging for the organisation.

They excel at producing press releases, writing statements, and crafting effective social media messaging with equal skill.

They will be at ease operating a camera and editing contents for social media campaigns.

The ideal candidate should excel in graphic design for the web and social media, and having expertise in desktop publishing and print production is also desirable. They will have a proven record of success producing digital content.

The PR lead must possess composure and leadership skills to handle high-pressure situations and navigate politically sensitive communication.

They must feel at ease and confident in providing their expert advice to student officers on communications, while also being open to adapt and engage with emerging political issues, under the guidance of student officers.

Job Specification:

The Communications Manager will:

- Manage the USI social channels and give proactive advice on emerging trends
- On a day-to-day basis, manage content on the USI website
- Engage actively with officers on campaign communications
- Issue guidance to Student Officers on content creation for the USI Social Channels and support creating content
- Issue guidance to officers on traditional media engagement
- Prepare officers for media engagements, interviews and opportunities
- Manage the media schedule, proposing media opportunities and pitching ideas to media, consulting Student Officers
- Prepare contents for external and internal communications

Required characteristics:

- A qualification at level 8 or above in the NFQ in an area related to communications, public relations or graphic design
- Outstanding communications skills in the English language
- Sound knowledge of the political systems and political parties of Ireland
- Experience in managing relationships with media outlets and journalists
- Experience in handling media schedules and opportunities
- An established portfolio of digital and printed material on hand, indicating the candidate's skill sets
- Demonstrated skill in using the Adobe family of graphics design packages

Desirable characteristics:

- Knowledge of the Irish further and higher education system, to include knowledge of the structure of Students' Unions in Ireland
- At least 2 years' experience of public relations and communications work for an organisation outside a Students' Union
- Some experience inside Students' Unions would be welcome but not essential
- Fluency in or willingness to learn the Irish language would be an advantage

Conditions:

- The position is offered at the rate of €40,000 per annum
- Generous Annual Leave package including generous Christmas & New Year closure
- USI operates a 3 days in-the-office system for hybrid working.

Application Process:

Applicants should forward a cover letter and CV detailing how they meet the above criteria to: Denise Glover, via email: denise.glover@usi.ie (<mailto:denise.glover@usi.ie>).

Deadline: Applications for consideration should be received by 5pm on 7 November 2024

Canvassing will disqualify any candidate.

Region

Dublin / Hybrid

Date Entered/Updated

17th Oct, 2024

Expiry Date

7th Nov, 2024

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