

Mental Health Reform: Communications and Membership Officer (Temporary) (<https://www.activelink.ie/node/112044>)



Position: Communications and Membership Officer (Temporary Contract)

Hours: Full-time (37 hours per week)

Start date: ASAP

Duration: 10 months

Reports to: Communications & Engagement Manager

Location: Coleraine House, Coleraine Street, Dublin 7. Mental Health Reform operates a hybrid system of remote working and in office working.

Position summary

Mental Health Reform is seeking to recruit a creative and talented Communications and Membership Officer. This position supports the work of the Communications and Engagement Manager and is specifically focused on MHR's digital communication channels and ensuring strong member engagement in the coalition. This includes copywriting, content creation, social media management, website development, database management, member communication, development and support.

About Mental Health Reform:

Mental Health Reform (MHR) is Ireland's leading national coalition on mental health. Our vision is of an Ireland with accessible, effective and inclusive mental health services and supports.

With more than 85 member organisations and thousands of individual supporters, MHR provides a coordinated voice to Government, its agencies, the Oireachtas and the general public on mental health issues.

<https://www.mentalhealthreform.ie/> (<https://www.mentalhealthreform.ie/>)

Main responsibilities

a) Develop and grow MHR's digital communication channels

- Develop and maintain an ongoing social media presence to sustain our supporter network
- Develop social media campaigns to support MHR's campaigning objectives
- Draft social media messages in line with the organisation's policies
- Design creative social media content, e.g. graphics, photos and videos
- Respond to social media posts in line with the organisation's communications, enquiries and related policies
- Support the digital dissemination of MHR projects and publications
- Draft and disseminate eNewsletters and video updates
- Maintain and update MHR's website content
- Work with the Communications and Engagement Manager to monitor and evaluate digital communications in accordance with MHR reporting requirements

b) Supporting the implementation of MHR's communication strategy

- Conduct analysis on the impact of our communications activities
- Ensure strict adherence to the MHR brand
- Support the proof-reading and editing of documents
- Lead projects with graphic designers including information resources, publications and reports
- Draft and contribute to statements and press releases on key mental health issues for internal and external communications
- Facilitate and support individual stories for utilisation in MHR campaigns
- Support the organisation of webinars and events

c) Strengthening Membership engagement and support

- Support the implementation of MHR's membership engagement strategy
- Build and maintain strong internal communication processes to ensure MHR is effectively communicating with its members
- Organise and support the delivery of events for members
- Strengthen membership engagement in campaigns and other key activities
- Monthly maintenance of MHR's performance trackers

d) Supporting the implementation of MHRs fundraising strategy

- Support the organisation of fundraising activities and events
- Proactively identify opportunities to increase organisational fundraising revenue
- Ensure compliance with relevant fundraising guidelines

e) Assisting MHR to deliver on its overall strategic goals

- Work within the framework of the overall objectives and policies and practices of MHR
- Ensure all work undertaken complies with data protection and GDPR rules
- Contribute to the promotion of equality of opportunity, anti-discriminatory practice, diversity, individual rights and choice in all aspects of work
- Update MHR's contacts database with the Operations and Administration Officer
- Carry out other administrative duties as required
- Supervise staff, interns and/or volunteers as required
- Participate in relevant training and development courses as agreed with the Communications and Engagement Manager
- Undertake such other duties as might be reasonably assigned from time to time by the line manager
- Be vigilant to any Health, Safety and Welfare risks in the workplace and bring any concerns to the attention of the CEO or Health & Safety Representative

The person

Skills, knowledge and experience required:

- A third-level qualification in a relevant discipline
- Proven experience in a public relations, communications or campaigning role
- Proven excellent communication and interpersonal skills, both verbal and written
- Fluent speaker and writer of English
- Experience in developing and publishing social media content
- Experience of creating graphics, videos and images using Canva
- Ability to represent MHR to a range of audiences and to build effective relationships with member organisations, volunteers, media professionals, service user, family member/carer and professional groups
- Strong research and analytical skills with an ability to access information quickly and strategically
- Excellent organisational and IT skills including in Microsoft Office software, Dropbox, CRM systems (including MailChimp), and social media apps
- Knowledge of the health and social policy context in which MHR operates
- Experience in a team-working environment
- Creativity and an ability to generate engaging communication messages
- An ability to work with initiative and autonomy and take responsibility for a functional role within a small team

Desirable:

- Experience in and familiarity with the voluntary and community sector in Ireland
- Experience of database management (Salesforce or other CRM software)
- Familiarity with mental health issues in Ireland

Benefits:

The salary range for officer is €30,000 - €40,000 and will be commensurate with skills & experience.

Mental Health Reform operates the following benefits for its employees:

- Defined contribution pension scheme.
- Annual leave 24 days, exclusive of public holidays, 1 company day and 1 wellbeing day per year
- Access to an Employee Assistance Programme

Additional note:

- This job description is not a definitive list of tasks; rather it is designed to give an overview of the job. It is envisaged that the post-holder will use their own initiative and develop the job under guidance so that the organisation's aims are achieved. It should be noted that the organisation is dynamic and fast paced and it may be necessary to step beyond the areas outlined above to support others from time to time.
- This is a 10-month position with the possibility of extending.
- Flexibility is required regarding hours as some weekend and evening work will be necessary. Travel and out of office work may also be a feature of the role.
- Mental Health Reform is an Equal Opportunities Employer.
- All documentation received by Mental Health Reform will be processed in accordance with the Data Protection Acts, 1988 and 2003 General Data Protection Regulation (GDPR; 2018). The information will only be used by Mental Health Reform in the processing of job applications and for ongoing administrative purposes with job candidates.

Application process:

Please email your application form and cover letter to info@mentalhealthreform.ie (<mailto:info@mentalhealthreform.ie>)

Requests for additional information can be sent to info@mentalhealthreform.ie (<mailto:info@mentalhealthreform.ie>).

Closing date for the submission of applications is **11.59pm, Sunday 24th November 2024**.

Region

Dublin 7 / Hybrid

Date Entered/Updated

11th Nov, 2024

Expiry Date

24th Nov, 2024

Attachment

[08.11.24 Communications and Membership Officer - Application form.docx](#)

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172.38
KB

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