

## **Focus Ireland: Engagement and Campaigns Co-ordinator, Advocacy (<https://www.activelink.ie/node/112204>)**



### **Engagement and Campaigns Co-ordinator, Advocacy, Dublin**

**Location:** Dublin

**Contract:** Full-Time, Permanent

The purpose of this role is to support people who are or have experienced homelessness to engage in the campaigning, media, research and fundraising work of the organisation and to plan/co-ordinate campaigns to inform public opinion and influence public policy in relation to homelessness.

#### **What you will do:**

- Encourage and support Focus Ireland customers and tenants to participate in the media, campaigning, fundraising and research work of the organisation.
- Manage the Lived Experience Ambassadors Programme (LEAP) to recruit and support a cohort of customers with lived experience of homelessness to be spokespersons to challenge homelessness. To work closely with Fundraising to maximise the impact of this programme and support the well-being of the LEAP ambassadors.
- Develop relationships with relevant front-line teams and ensure they recognise the contribution which customer participation can play in achieving the organisation's goals.
- Work with the Advocacy and Fundraising teams to identify, design and plan a series of campaigns to influence public perceptions and policy.
- Co-ordinate the participation of other teams within Focus Ireland (social media, web, public fundraising, communications) to deliver effective public policy campaigns.
- Contribute to Focus Ireland's social media presence in line with Focus Ireland's social media strategy. Contribute to the updating and ongoing development of the website. Be part of a team that produces short, sharp video content for social media and internal communications.
- Work with Fundraising to develop 'supporter pathways' to deepen the engagement of campaigners in the work of Focus Ireland, including encouraging donations at appropriate times.
- Conduct other duties as required.

#### **What you will need:**

- A NFQ Level 7 qualification in social care or equivalent relevant area.
- At least three years relevant professional experience working in social care or public policy campaigning.
- Experience working to support people who have experienced homelessness, social exclusion or trauma.
- A good understanding of the Irish political system and public policy formation in Ireland, particularly in relation to social and homeless policy.
- Excellent interpersonal and communication skills (verbal and non-verbal);
- Ability to attend some meetings, events outside of normal business hours if required. (Will involve some regional travel)
- Ability to demonstrate creativity, developing ideas from inception to execution.
- A strong understanding of social media and digital communications.
- Experience in working with 'peer workers', 'people with lived experience' or 'experts by experience(*desirable*).
- Experience of planning and running public policy campaigns, including the use of web and social media(*desirable*).
- Experience in fundraising communications & PR: Launching events, supporting sign ups and promotions of fundraising

- work with innovative and specifically targeted strategic media and online work (*desirable*).
- Record of working on effective campaigns to influence public policy (*desirable*).

**To apply please submit your CV & Cover Letter [Here \(https://login.hirelocker.com/focus-ireland/jobs/30732/engagement-and-campaigns-co-ordinator-advocacy-dublin-dublin\)](https://login.hirelocker.com/focus-ireland/jobs/30732/engagement-and-campaigns-co-ordinator-advocacy-dublin-dublin)**

*Focus Ireland is an equal opportunities employer.*

**Region**

Dublin

**Date Entered/Updated**

18th Nov, 2024

**Expiry Date**

2nd Dec, 2024

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