

Job title:	Job Description – Communications Manager
Location:	Central Hotel Chambers, Dame Court, Dublin 2.
Responsible/Reporting to:	Reporting directly to the CEO
Job purpose:	A lead role in the development and implementation of all communication activities carried out by HAIL
Salary Scale:	Circa €60k Salary scale available on request
Job Information:	This post is a permanent full-time post. 35 hours per week (9.00 – 5.00 Monday to Friday)

Founded in 1985, Housing Association for Integrated Living (HAIL) is Ireland’s specialist mental health housing association.

As an approved housing body, we provide high-quality social housing and mental health tenancy sustainment services. The work we do helps people live independently in their homes and community.

We pride ourselves at all levels of our organisation for having an excellent reputation in both the housing and mental health care sectors.

This is an exciting time for HAIL, as we are aiming to expand our housing and support services under our current strategic plan 2024-2028. Communications will play a central in supporting us achieve our strategic objectives.

About us

Our Purpose

To provide the key to independent living.

Our Vision

To drive excellence in mental health housing support and be the partner of choice for delivering integrated independent living in communities across Ireland.

Our Values

Trust: Our relationships are built on trust. We work closely with our stakeholders, clients and tenants to achieve the best possible outcomes.

Respect: We work towards creating an equitable society where all are treated with respect and dignity. We listen with open hearts and open minds as we believe everyone’s voice has a right to be heard and respected.

Leadership: We are leaders in delivering our vision and purpose, courageously and responsibly providing homes and supporting those living with mental health difficulties.

Job Purpose Summary

The primary function of this role is to lead and manage the implementation of all communication activities for the organisation.

As a member of HAIL's Extended Management Team, this strategic role will include managing HAIL's internal and external communications, liaising with funders, partners and stakeholders, organising events and supporting the preparation of communications outputs (e.g. articles, videos, news items, social media).

Key Role and responsibilities

1. Communication

- Lead on the implementation and update of HAIL's Communication Strategy and Crisis Management Plan.
- Assist the CEO and Leadership Team in raising the profile of HAIL with key funders and stakeholders in the areas of housing development and mental health.
- Work with colleagues in developing and managing the content of publications such as the Annual Report, newsletters and other branding materials, from initial concept through to production and distribution.
- Drive HAIL's public affairs activities, identifying opportunities to engage with politicians, civil servants, policy makers and other relevant stakeholders.
- Monitor the Oireachtas and local authorities for relevant political developments.
- Develop and maintain strong relationships with broadcast and print media, in order to raise HAIL's profile and expand its media attention in a manner that respects the privacy of HAIL's tenants and clients.
- Develop and maintain HAIL's online presence via the website and various social media platforms.
- Liaise with the media, draft and issue press releases as required.
- Represent HAIL at events and in the media and/or identify suitable spokespersons from within the organisation and assist with their interview preparation.
- Oversee HAIL's branding and ensure consistency of the use of the brand.
- Lead the internal staff communications group and manage internal communications including the quarterly staff newsletter.
- Keep abreast of housing and mental health policies that affect HAIL's work.
- Monitor and evaluate all communications activity, reporting evidence of impact and making recommendations for future work.
- Support HAIL tenants and clients to tell their stories to the media through training and mentoring.
- In conjunction with all services within HAIL, develop and maintain a list of stakeholders and other personnel, who are relevant to HAIL's strategic objectives.
- Manage events that involve the celebration and/or promotion of the work of HAIL.

- To undertake such other duties as might be reasonably assigned from time to time in consultation with your Manager.

2. Organisational and Managerial

- Contribute to the business planning and strategic planning process.
- Actively contribute at management level in developing and delivering organisational strategy and assisting HAIL deliver on the aims and objectives of the organisation.
- Ensure compliance with legal and regulatory requirements relevant to this role, by keeping up to date with legislation changes and creating or amending HAIL policies and procedures as required.
- Report as required to the Board and its Committees.
- Budget management/budget setting and financial planning for the Communications Section.
- Responsible for risk in areas of responsibility.
- Responsible for Health & Safety in areas of responsibility and implementation of H&S policies & procedures.

Personal Specification

Key requirements for the position of Communications Manager are:

Professional Requirements

- A relevant third level qualification in communications, journalism, PR or equivalent field

Experience, Knowledge & Skills

The Applicant must have proficient experience, knowledge and skills in the following areas to be deemed suitable for this position.

- At least five years relevant work experience in the area of communications, preferably with three years at a senior level;
- Experience of leading and managing communications projects;
- Good knowledge of the not for profit/charity sector. It would be desirable to have experience working in a housing and/or mental health environment;
- Excellent communications and interpersonal skills;
- Motivated, energetic and results driven;
- Team player, with the confidence to take the lead and guide other staff;
- Excellent writing skills;
- Experience in working on campaigns using traditional and digital marketing tactics;
- Excellent organisational skills;
- Excellent IT skills with experience developing websites and social networking for organisational objectives;
- Experience in evaluating communications activity and reporting evidence of impact;
- Ability to monitor and respond to changes in the sector, and maximise new opportunities;

- Creativity and an ability to generate engaging communication messages;
- Experience in a growing and changing organisation.

The Conditions

The salary will be commensurate with the experience of the individual appointed and in line with the organisation's salary scale.

HAIL offers:

- Flexible working hours
- 25 annual leave days plus 3 Company days (pro rata)
- Company Pension Scheme with current contributions rates of 6% employer contribution and 6% employee contribution
- Death in Service Benefit
- Health insurance for serious illness

Appointment

- This post will be filled immediately
- All contracts are subject to successful completion of a six-month probationary period

Recruitment Process

- **Please send your C.V. and letter of application to hr@hail.ie by 5pm on 7th May 2025.**
- Please contact hr@hail.ie for any queries.

*Only those shortlisted for Interview and who possess the desirable and essential skills will be responded to.

HAIL is an Equal Opportunities Employer



Promoting a supportive, caring and inclusive workplace culture is intrinsic to the work we do at the HAIL (Housing Association for Integrated Living).



Results of an independent CultureScan™ conducted by Campbell Tickell