

## Communications Officer

An opportunity to make a difference in Irish education

October 2024



Educate  
Together

Educate Together is the representative body for Ireland's equality-based school network of 97 primary and 21 post-primary schools. As a registered charity, Educate Together has a strong reputation as an inclusive educational organisation with the principles of equality, democracy and child-centeredness at its core.

Educate Together is seeking to recruit a Communications Officer. Working with the Communications Manager and national office team, the role will encompass external and internal communication briefs with particular reference to the development and dissemination of audience messaging in media and on digital platforms.

Educate Together values diversity and welcomes applications from people with minority identities and/or backgrounds.

### **Benefits of working for Educate Together**

The vacancy presents an exciting opportunity for the right person to make a positive difference in education and equality in Ireland, and to contribute towards the mission of one of Ireland's most dynamic and impactful charities. Working with Educate Together offers:

- Opportunity to work with a dynamic and effective team of committed colleagues.
- Flexible working, with structured opportunities for hybrid working and a time off in lieu (TOIL) system.
- Salary scales include annual increments (subject to satisfactory performance).
- A matched company contribution of up to 5% of annual salary is available (after probation), where employees choose to join a PRSA pension plan.
- Generous leave entitlements, including three additional concessionary days in December.
- An Employee Assistance Programme to support staff members' wellbeing.

### **Key responsibilities:**

#### Public relations

- Promote the organisation's campaigns, projects, events and schools' content in national and regional media outlets.

- Monitor media and social media for content relevant to Educate Together's work and schools.
- Develop, edit and distribute promotional materials, including newsletters, articles and press releases.
- Support awareness-raising campaigns and events with content development and PR and media support.
- Liaise with public representatives, policymakers and influencers to communicate Educate Together's key messages and advocate for support and change.
- Assist schools with communications advice, including during critical incidents.

#### Design / digital content creation

- Develop and implement social media strategies to increase engagement and grow the organisation's online presence across various platforms.
- Create engaging digital content including graphics, videos, images and slideshows using tools such as Canva and Adobe.
- Research and develop compelling case histories and narratives for digital platforms, showcasing the work of Educate Together.
- Research and write copy for use on online SEO and PPC campaigns to enhance visibility and engagement with target audiences.
- Design and edit advocacy, communications and fundraising campaign emails.
- Cultivate relationships with potential advertisers for placements in newsletters and other promotional materials, generating revenue opportunities.
- Capture and edit photos and videos during events or for promotional use, helping to enhance visual storytelling.

#### Support

- Manage communication resources and platforms (Salesforce, Mailchimp, WordPress, Outlook, MediaHQ) and maintain the communications schedule and data and messaging resource back to ensure timely and effective messaging.
- Conduct training sessions or workshops for staff on best practices for communication, branding and media engagement.
- Provide cover for colleagues when required, including in fundraising, administration and events.
- Undertake other related duties as assigned from time to time.

#### Strategy and development

- Collaborate with team members to create a comprehensive content strategy that aligns with organisational goals and target audience needs.

- Track and analyse the performance of communication efforts, providing regular reports on analytic / metrics such as engagement rates and campaign effectiveness.
- Support the development of the organisation's brand identity, ensuring consistency across all communications.

### **Person specification**

The Communications Officer must be resourceful and creative, and have relevant skills and the capacity to make maximum use of limited resources. They will be enthusiastic and disciplined self-starter; a team player with a results-driven approach.

### **Criteria**

Essential:

- Appropriate third level qualification in public relations or marketing, or equivalent experience.
- Minimum of two to three years of experience working in an agency or in-house communications role.
- Excellent written and verbal communication skills.
- Strong office ICT skills and familiarity with MS Office and other regularly used applications.
- Strong digital marketing knowledge and skills.
- Knowledge and understanding of the Irish education system and charity sector, and the work of Educate Together.
- Ability to communicate the ethos, vision and values of the organisation.
- Strong creative communications and writing abilities and keen attention to detail.
- High level of integrity, accountability and responsibility with flexible and constructive engagement.
- Flexibility, creativity, determination and a positive attitude.

Desirable:

- Experience of working in a small organisation with limited resources.
- Interest in social justice and educational issues and a commitment to equality-based education.
- Knowledge of MS 365 / Office, SharePoint, Mac iOS, Salesforce and WordPress.
- Project management skills and experience of managing projects to completion.

### **Terms**

- This is a full-time post with a one-year fixed-term contract.
- The salary for this position is placed on Educate Together's Officer Salary Scale, with a starting salary of **€37,727 - €41,818**, depending on qualifications and experience.
- 26 annual leave days, plus three concessionary days in December.
- Flexibility to work some rare evenings or weekends may be required with time off in lieu provided.
- There is the potential for the right person to become permanent in the organisation, subject to performance, organisational fit, development of role, and funding.

### **Location**

Educate Together's national office is based in Dublin city centre. This role is open to an agreed level of hybrid working in line with the company's hybrid working policy.

### **Applications**

Interested candidates should apply by sending a one-page letter outlining their suitability for this role, along with their CV (max 3 pages) to [indeed.com](https://www.indeed.com) by **Wednesday 30<sup>th</sup> October 2024**. First interviews to take place the following **Monday, 4<sup>th</sup> November**.