

Irish Red Cross: Communications & Digital Content Officer - Migration (<https://www.activelink.ie/node/115912>)



Crois Dhearg na hÉireann
Irish Red Cross

JOB DETAILS

Title: Communications & Digital Content Officer - Migration

Duration: Full time contract to 30 March 2026 with possibility of extension

Salary: €45,000

Reporting to: Head of Communications

Location: Hybrid, office location in Dublin 2

BACKGROUND INFORMATION

The Irish Red Cross Society (IRC) is part of the world's largest independent humanitarian network, the International Red Cross and Red Crescent Movement. The IRC is committed to and bound by, its Fundamental Principles of Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality. The vision of the Irish Red Cross is to be a leading humanitarian organisation, providing impartial services and support to vulnerable communities both at home and abroad. Our mission is to identify and deliver humanitarian assistance to those who are most in need.

Migration is a priority focus for the Red Cross and Red Crescent Movement internationally as well as for the IRC in Ireland. Ireland, along with other countries, has experienced considerably more inward migration in recent years from people in need of protection and, as a result, is challenged to respond with appropriate supports for all affected. The IRC has worked on migration for several years and is considered a key actor in responding to the humanitarian needs of refugees/ migrants seeking protection and a future in Ireland, with programming in the areas of resettlement and responding to the Ukraine crisis, among others.

SUMMARY OF ROLE

We are looking for a creative, experienced digital content creator and communicator to provide focused support for our Migration programme. You will be part of a small Communications team of five people. You will work closely with our Migration team. You will be responsible for content creation and delivery for website, email marketing, webinars, and other channels to engage target audiences. You will have excellent writing skills, a keen eye for detail, experience engaging with senior

stakeholders, a creative flair and be well organised. This role will involve a lot of collaboration with other teams. You will be capable of working on your own initiative, as well as being part of a team and you will enjoy working in fast-paced environment.

ROLE RESPONSIBILITIES

- Work closely with the Migration team to develop a targeted communications plan to promote Migration programme activities and engage and support identified target audiences, including Irish households who have opened their homes and hearts to offer a spare bedroom to those who have fled conflict to safety in Ireland.
- Create a variety of content for website, email newsletters, social media posts, events, other promotional channels and for targeted groups. This may include written articles and Q&A, video storytelling, infographics, photography, case studies, designing event invites, and leaflets and creating new website pages.
- Liaising with the Digital Content Officer, ensure all content follows best practices for accessibility, SEO, adheres to brand guidelines and is focused growing audience engagement.

- Take responsibility to ensure that the website is a useful source of relevant content for the identified target audiences and that it showcases the migration programmes. Create new web pages using WordPress, adhering to existing templates.
- Create and manage the sending of email newsletters to target audiences using Mailchimp.
- Provide communications support for events (virtual and in-person), conferences and programmes and projects.
- Work actively towards the achievement of the Irish Red Cross goals.
- Undertake training and development as required
- Abide by and uphold the Principles of the International Red Cross Red Crescent Movement.
- Undertake any other reasonable work-related duties and responsibilities assigned by the Head of Communications that are consistent with the nature of the job and level of responsibility.

ROLE REQUIREMENTS

Essential Criteria

- Fluent written and spoken English
- Excellent writing skills with at least 3 years' experience writing for digital platforms
- Strong digital skills and experience with CMS platforms
- Strong attention to detail and proven project management skills
- Experience in and knowledge of WordPress, ability to implement best SEO practices, to create content using Canva and to edit video.

Desirable Criteria

- Higher level degree in marketing, digital communications, or English.
- Ability to translate to Ukrainian is an advantage but not required.

FURTHER INFORMATION

The Irish Red Cross offers the following benefits in addition to salary

- A 5% employers' contribution to a company contributory pension scheme
- Closure of the office on Good Friday, plus two additional 'privilege days' to be used at Easter and Christmas respectively.
- Death in Service benefit of four times salary
- Flexible working hours, including opportunities for hybrid working.
- Further education, training and learning supports
- Professional subscriptions (as applicable)
- Travel (bike-to-work schemes/tax saver commuter tickets)

The Irish Red Cross is an equal opportunities employer. We value diversity and aspire to reflect this in our workforce. We welcome applications for people from all sections of the community, irrespective of gender, civil status, family status, sexual orientation, religion, age, disability, race or membership of the Traveller community. This role requires applicants to have the right to work in Ireland.

APPLICATION PROCESS

To apply for this role, please forward a copy of your CV, together with a cover letter setting out how you meet the essential and desirable criteria for this role to: jobs@redcross.ie (<mailto:jobs@redcross.ie>)

Your email should contain **Communications & Digital Content Officer - Migration** in the subject line. Applications should be in .pdf or MS Word format, and with file names in the following format: **<Surname>, <First name> - CV and <Surname>, <First name> - Cover Letter**

The closing date for applications is 9am on 9 June 2025.

Shortlisting for interview will be on the basis of the essential and desirable criteria for this role. It is intended to hold initial interviews for this role on 18 June 2025.

Please note that there may be a second round of interviews.

Region

Dublin 2 / Hybrid

Date Entered/Updated

29th May, 2025

Expiry Date

9th Jun, 2025

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