

**Communications and Campaigns Lead**

Applications are now invited for the post of Communications and Campaigns Lead with the Irish Penal Reform Trust (IPRT). This is a key function within the IPRT team, working to ensure that our comprehensive body of evidence-led research and policy reaches key audiences and influences public and political debate. It is an opportunity to work in a small impactful organisation, driven by a shared passion for social justice, equality and human rights.

**About IPRT**

The Irish Penal Reform Trust (IPRT) is Ireland’s leading non-governmental organisation campaigning for human rights and best practice in the penal system, and for progressive penal policy in which prison is a sanction of last resort. We have a track record of achieving big impact for a small organisation. We do this through a combination of research, advocacy, engagement, public affairs, events and working in alliance with others.

Our work is evidence-based, informed by over 30 years of experience, extensive research and proactive engagement with people affected by the penal system. Our aim is to shift the focus of our penal system away from its current emphasis on punishment towards approaches based on prevention, diversion, rehabilitation, and the integration of criminal justice policy with wider social policy. A more effective and humane penal system, which combats social injustice and has safer communities at its heart, also benefits communities and wider society through its emphasis on crime prevention, rehabilitation, and a reduction in reoffending.

Our model of change is that effecting reforms at the highest level will have the greatest impact for the largest number of people. To this end, we focus our efforts on generating evidence-informed policy research and recommendations, underpinned by human rights, while also working constructively with decision-makers to deliver effective penal policy in Ireland and changing attitudes around the criminal justice system.

**About the Role**

This is a high-paced proactive and reactive role, where every day will bring a new opportunity to influence penal reform. There is great scope for a dynamic person with a passion for communication and social justice advocacy to bring their creativity and ideas to the role. The post offers an excellent opportunity for an ambitious candidate to work in a high-profile, dynamic and effective non-governmental organisation.

We are an established voice in public debate on penal reform, and we enjoy strong attendance at our public events. We have developed a comprehensive research and evidence base, which we are ready to bring to the next level. We are now seeking the right person to develop and implement strategies that maximise our existing tools and research to increase our reach and engagement across all of our target audiences.

We would like to hear from people who have relevant communications skills and experience and who are looking to apply these skills to a social justice setting. Our core criteria are excellence in writing, editing and proofing along with flair and confidence in using IT and digital media – **a short written exercise will form part of the recruitment process.** Enjoying the challenge of managing multiple projects, timelines and deadlines, while remaining flexible and responsive to opportunities that arise, is essential.

IPRT is an equal opportunities employer, and we welcome applications from people from diverse backgrounds as well as from people with criminal records. We don’t ask for information about convictions during the recruitment process.

This position is full-time for a fixed-term contract of two years, with a view to extension subject to funding.

IPRT is committed to supporting staff to identify and undertake training and development opportunities relevant to the role.

**Terms of Employment**

* Hours of employment:          Full time (35 hours per week, exclusive of breaks) for fixed-term                              contract of two years with a view to extension subject to funding.

Requirement to work flexibly and occasionally at weekends or evenings as appropriate to the role. IPRT’s time off in lieu policy applies.

* Probation period:                  Six months.
* Salary:                                    €48,000 to €52,000 per annum, commensurate with skills and experience.
* Annual leave entitlement:     25 days per annum.
* Pension contribution:            Five per cent match-funded employer contribution after successful completion of probation period.
* Place of work:                        Usual place of work is the IPRT Office in Dublin 7 but IPRT is operates a hybrid working model. During the probationary period this requires a person to work from the office two days a week. Following a successful probation period, it is expected that the role-holder will work at least one day a week from the office or more as required for in-person meetings or events.
* Post holder responsible to:   Executive Director

**JOB DESCRIPTION**

Key responsibilities of the position will include:

* Reporting directly to the Executive Director, to lead in the delivery and ongoing development of IPRT’s Communications Strategy based on our target audiences and tailored to key stakeholder groups;
* Developing and delivering an annual communications workplan and contributing a communications perspective to inform and shape the wider work and messaging of the organisation;
* Designing and implementing an organisational digital media plan and ensuring online activities are integrated with our communications strategy and strategic objectives;
* Maintaining and developing the IPRT’s public profile, including managing all media engagement and media relationships. This includes acting as the primary point of contact for all media contact to IPRT, managing the press phone, creating and disseminating press releases and developing relationships with key media contacts;
* Providing key spokespersons with relevant briefings and developing a messaging book based on existing positions to ensure consistent communications across the team and in media appearances;
* Collaborating with relevant members of the policy team, to manage and oversee all IPRT public events, including conferences, seminars, press conferences, campaign or report launches and media opportunities;
* Overseeing the upgrade of IPRT’s website (by external web developers) adhering to accessibility standards and maintaining the main website and microsites as a central source of information on penal reform and related issues, including overseeing the creation of new sites, as required;
* Creating high-quality written and visual content for email marketing, social media and websites;
* Proofing, formatting and coordinating with external stakeholders (design, print and other) on all IPRT publications, including annual reports, research reports, policy papers and other materials as arises;
* Overseeing and working with other team members to deliver the annual programme of membership communication materials and engagement;
* Maintaining, analysing, and generating reports on IPRT campaigns, media engagement, social media and website usage; and
* Collaborating with other IPRT team members on strategies to target new members and donors, and activate existing members.

**Other**

* Building strong working relationships with colleagues in the organisation;
* Developing networks within the broader civil society environment;
* Working in accordance with charity governance, ethics and standards;
* Undertaking other duties commensurate with the role, in pursuit of the Strategic Plan, as agreed with the Executive Director;
* Identifying own training and development needs in conjunction with the Executive Director.

**PERSON SPECIFICATION**

**Essential Skills and Experience**

* Experience in a senior communications role with a minimum of three years in a relevant role;
* A third-level qualification in a relevant area (communications, journalism, public relations, advocacy or related field) **or** equivalent experience;
* Experience of designing and implementing a communications strategy;
* Excellent writing, editing and proof-reading skills and experience;
* Clear knowledge and understanding of all sectors of the media in Ireland, including online and digital media;
* Ability to interpret and reproduce numeric data accurately;
* Ability to write engaging content and express complex ideas in clear and accessible language tailored to different audiences;
* Experience in the use of CMS to manage and update websites;
* Proficiency in managing social media channels;
* Experience with graphic design software, such as Canva, Adobe Creative Suite or similar;
* Excellent organisational and time-management skills, with the ability to manage multiple projects at once;
* Ability to be responsive yet measured in what can sometimes be a quickly evolving situation;
* High level of attention to detail;
* Ability to work on own initiative as part of a small team; and
* Ability to work flexibly within the role, and occasionally attend evening events as appropriate to the needs of the role.

**Desirable Skills and Experience**

The successful candidate may also have:

* Experience of designing, delivering and managing engaging social media campaigns;
* Experience in the NGO and/or the public sector;
* Experience in managing events, from conception right through to follow-up;
* Experience in lobbying and public affairs;
* People management experience;
* Knowledge of ethics and standards for a charity; and
* Interest in penal policy and reform in Ireland.

**Attitude**

* Respect for the values and mission of IPRT;
* Flexibility and adaptability in response to strategic opportunities;
* Commitment to ongoing professional development;
* Commitment to and understanding of a working environment that promotes equal opportunities and has regard for the health and safety of others.

**Please upload your curriculum vitae plus a statement as to how you meet the Person Specification by 5pm on Monday 16 June 2025 on our jobs portal** [**here**](https://irish-penal-reform-trust.hirehive.com/communications-and-campaigns-lead-dublin-5GRZsO)**.**

**The Person Specification should cover each of the bullet points above and should be approximately two typed A4 pages in length.**

**Any queries about the role should be directed to** **director@iprt.ie**

**Shortlisted applicants will be contacted for interview shortly after the closing date with interviews to take place online as soon as possible thereafter.**