

**Communications Officer**

**Role Description**

**Reporting to:** CEO

**Responsible to:** CEO

**Role Purpose**

The Communications Officer will take a lead role in the development and implementation of a communications and PR strategy to ensure that key organisational objectives are fully realised. The key elements of the communication strategy include promotion and media work, cross-functional advocacy and policy work, website and social media development, relationship building and the dissemination of information to a diverse range of stakeholders. The Communications Officer will promote and advocate for EPIC as the national organisation for young people in care. S/he will ensure that EPIC policy positions and messages are clearly and effectively communicated to a wide variety of audiences, including young people

**Key Tasks**

**Promotion and Media Work**

* Developing an integrated communications strategy, incorporating PR, Marketing and Social Media
* Preparing an annual communications and brand development plan for the organisation
* Co-ordinating and implementing, in collaboration with staff, awareness raising events and advocacy campaigns
* Assisting in the development of clear consistent messaging for the EPIC team
* Promoting EPIC events, activities and policy positions/priorities across a range of media, in consultation with staff
* Writing and distributing regular press releases for local and national media
* Responding to issues emerging in mainstream media of relevance to young people in care
* Handling media queries
* Identifying spokespersons within the organisation and briefing them in advance of interviews with the media
* Representing EPIC and its work at local, national and international level when required.

**Advocacy and Policy**

* Working with the CEO, Policy Manager, Advocacy Manager and staff team to respond to the policy, advocacy and participation objectives
* Developing and co-ordinating relevant advocacy campaigns in conjunction with the CEO, Managers and staff
* Supporting EPIC to lobby and campaign, through the development of support advocacy and policy materials.

**Website and Social Media development**

* Ensuring that the website is updated on a regular basis
* Reviewing the website regularly with young people, staff and other stakeholders
* Liaising with external professionals to continually improve the website as a tool
* Monitoring usage of the website
* Developing and overseeing an online marketing strategy, including use of social networking sites, blogging, ad-words, and other activities which raise the profile of EPIC online
* Overseeing and managing all social media input – twitter, Facebook etc.

**Relationship Building**

* Maintaining and building relationships with journalists and key members of the media
* Representing the organisation, where appropriate, through attendance at relevant events/meetings both nationally and internationally
* Building alliances and fostering collaboration with a range of stakeholders across both statutory and voluntary sectors
* Encouraging and supporting the involvement of EPIC promotional and advocacy campaigns
* Liaising with the CEO, and others, to write briefing documents and other relevant copy
* Working closely with editorial team to review/edit publications and other materials
* Assisting with the publication of the EPIC newsletter and co-ordinating

the production, editing and writing of articles.

* Liaising with designers regarding the planning and layout of publications
* Ensuring that publications are disseminated and promoted online and in hard copy where appropriate

**General**   
 The Communications Officer will also be expected to:-

* Contribute to the organisational development of EPIC through attendance at:-
* Staff meetings
* Team meetings
* Work planning days
* Work review days
* Board meetings (where required)
* Undertake other duties as may be assigned by the CEO

**Person Specification**

**Essential Skills and Experience:**

* Education to degree level in a relevant discipline or equivalent
* A good knowledge and understanding of the Irish charity sector

Experience in dealing with public representatives and a diverse range of stakeholders.

* Experience of developing and maintaining relationships with the media; both local and national.
* Experience of developing, managing and delivering a strong communications strategy including co-ordinating awareness raising and/or advocacy campaigns
* Ability to work at a strategic and operational level in a complex environment
* Track record of networking, collaboration, and project delivery
* Excellent interpersonal, communication and influencing skills
* Excellent writing skills across a range of media with the ability to utilise data from

relevant sources

* Excellent computer literacy to include MS Office, social and digital media platforms

**Desirable Skills/Competencies:**

* A minimum of three years’ experience working in the community and voluntary sector
* Ability to represent the organisation nationally and internationally
* Experience of acting as a spokesperson/doing media interviews
* Capacity to build and sustain broad and diverse networks
* Capacity to access, analyse and make appropriate use of relevant research
* Ability to translate complex material into plain English
* Capacity to keep abreast of the changing political and sectoral environment
* Ability to work to tight deadlines and within budget
* Self-starter, comfortable working without significant direction
* Strong ability to work effectively as a member of a team
* Fluency in a second European language would be an advantage

TD/EPIC/Mar/2017