

JOB DESCRIPTION

Job Title:	Digital Communications Officer – Big Brother Big Sister
Type of contract:	One Year Fixed Term
No of hours:	35 hours per week
Location:	Foróige, Block 12D, Joyce Way, Park West, Dublin 12
Annual leave:	29 days per year
Start date:	September 2019

About Foróige

Foróige is an independent, non-profit national voluntary youth organisation engaged in out-of-school youth development and education. The organisation aims to enable young people to involve themselves consciously and actively in their own development and the development of society. Foróige employs over 400 staff and involves thousands of volunteers in the creation and delivery of high quality services to young people through the operation of over 600 Foróige Clubs, the Big Brother Big Sister Programme and over 140 General Youth Services and Special Projects. These community-based and community-supported initiatives are run throughout the country, in rural and urban environments, and generally in partnership with various voluntary and statutory agencies. The organisation is a registered charity and is supported by a combination of statutory, philanthropic and corporate funding. Foróige is an equal opportunity employer and is committed to a policy of Equality of Opportunity in its employment practices.

About the Big Brother Big Sister Programme

Foróige employs over 20 BBBS staff across the country who provide a range of educational and developmental services to young people and volunteer mentors both in a community based and a school based BBBS programme. These services include, identification and recruitment of targeted young people as mentees in community based matches and the training and support of young people as mentors and mentees in the school based programme; recruitment and screening of adult volunteers as mentors; youth mentoring and child safeguarding and protection training, programme development, organisational development, consultancy, advice and information and the ongoing support of mentors, mentees and parents/guardians involved in community based matches.

About the Role

This role is part of the Foróige Marketing and Communications Team and will also be strongly aligned to the Big Brother Big Sister Team. In Foróige, Marketing and Communications is focused on optimising awareness of and engagement with Foróige amongst a wide range of target audiences including young people, volunteers, communities, policy makers and funders.

In Foróige, Marketing and Communications is responsible for:

- Digital Communications
- Website Management
- Media Relations and Publicity
- Brand Management and Corporate Identity
- Campaign Management
- Reputation Management
- Internal Communications
- Event Management
- Public Affairs

Currently the Marketing and Communications Team is made up of the Head of Marketing and Communications, a Marketing and Communications Officer and a Digital Communications Officer. We have a vacancy for a further Digital Communications Officer to support the growth and development of the organisation's Big Brother Big Sister Programme.

Key Responsibilities

The duties of the Digital Communications Officer for the Big Brother Big Sister Programme shall be notified by the Organisation's National Executive and/or its Chief Executive or nominee. These duties will include, but are not limited to:

- **Campaign Development and Management** – The development, management and evaluation of sustainable digital media campaigns to recruit volunteers to the Big Brother Big Sister Programme and to build awareness among key audiences (including policy makers) of the transformative impact of the Big Brother Big Sister Programme.
- **Website** - Management and development of the Big Brother Big Sister section of the Foróige website including regularly updating the website with impactful content relating to the programme in consultation with internal teams and in line with the organisation's objectives.
- **Multimedia** – The use of an array of visual communications tools including Video Production, Photography and Graphic Design to tell the story of the Big Brother Big Sister Programme and enhance engagement with the programme across a wide array of digital platforms.
- **Collaboration** – Collaboration with the Marketing and Communications team and the Big Brother Big Sister Programme team across the country to ensure alignment and consistency of message across public communications.
- **Digital Marketing** - The use of digital marketing tools and techniques to drive engagement with the Big Brother Big Sister Programme and Foróige such as Search Engine Optimisation, Google Analytics and Google AdWords.
- **Social Media** – Leveraging Foróige's social media presence including the creation of innovative content for use across all digital platforms in-line with the organisation's objectives.

- **Innovation** – Keeping up to date with new developments in the digital landscape to find creative ways to more effectively tell the story of the Big Brother Big Sister Programme in a way that is impactful on key strategic audiences.

Professional Qualifications and Experience (E) = Essential, (D) = Desirable

- Education to National Diploma or Degree standard in relevant discipline (note: candidates with exceptional, relevant work experience may also be considered in lieu of degree qualifications). (E)
- A minimum of 2 years relevant work experience preferably in digital communications, digital marketing, visual communications or social media. (E)
- Access to car and full driving licence. (E)
- In-depth knowledge of social media and a proactive interest in digital marketing trends. (E)
- Experience in the development, management and evaluation of digital media campaigns. (E)
- Experience in social media marketing and online community management. (E)
- Experience of digital marketing tools such as Google Analytics, Google AdWords OR Search Engine Optimisation. (E)
- Experience of multimedia content creation, including photo/video editing and design. (E)
- Ability to use the Adobe Creative Suite. (D)
- App and website management and development experience. (D)

Person Specification (all Essential requirements)

- Demonstrates strong creative and technical capabilities.
- In-depth knowledge of social media - from creating content to measuring its success.
- Exceptional communication and interpersonal skills, including the written word.
- Ability to work effectively as part of a team.
- Excellent standards of accuracy and attention to detail.
- Ability to be proactive, use own initiative and work effectively within a pressurised environment.
- Good written communications skills, including ability to draft summary information and correspondence.
- Excellent interpersonal skills, including the ability to liaise with a wide range of contacts and build and maintain effective working relationships.

Requirements of all Foróige staff (all Essential requirements)

- Commitment to the purpose of Foróige and to work within the values, policies and procedures of the organisation.
- To act consistently in a professional manner at all times.
- To participate in regular supervision with your line manager.

- Flexibility in relation to hours of work to meet the needs of the work. Work during unsocial hours may be required.
- Identify training needs with your line manager and participate in training opportunities appropriate to the role.
- To undertake other duties as may be requested by Chief Executive Officer of Foróige or their nominee from time to time.

Additional Considerations for the Role

Medical: The successful candidate will be required to complete a medical questionnaire / pre-employment medical examination.

Garda vetting: As our work involves contact with young people, candidates under consideration for employment in Foróige will be subject to Garda vetting.

References: The successful candidate will undergo 2 reference checks before commencing employment with Foróige.

Funding: It must be understood that if the funding for the post is discontinued the post holder's contract may be terminated.

Hours of work: The Digital Communications Officer will be expected to work a minimum of 35 hours per week. The position will require flexibility in relation to working hours. It is expected that there will be some evening and some weekend work.

Salary: This will be discussed with the successful candidate upon appointment.

Annual Leave: The Digital Communications Officer will be entitled to 29 days annual leave pro rata plus public holidays. The needs of the role must be considered when applying to take this leave.

Travel: This post will involve domestic travel within Ireland and occasional meetings. It is also possible that there may be some international travel. Travel and expenses will be paid in accordance with appropriate Foróige rates.

Base: The post will be based in Foróige, Block 12D, Joyce Way, Park West, Dublin 12, D12 Y0A6.

Applications: Applications for this role should be made by way of the Digital Communications Officer Application form which is available upon request by emailing recruitment@foroige.ie

Closing date: The deadline for submitting applications is **12 noon on Monday 23rd September.** Late applications will not be accepted.

Foróige is committed to a policy of Equality of Opportunity in its employment practices.

