

Ireland's national organisation for one-parent families is recruiting a **Communications & Events Manager**. This is a permanent part-time role. One Family is Ireland's organisation for people parenting alone, sharing parenting or separating. We provide support, information and specialist family support services to all members of all one-parent families, as well as to those experiencing an unplanned pregnancy and to professionals working with one-parent families. One Family's vision is that every family in Ireland will be cherished equally, and will enjoy the social, financial and legal equality to create their own positive future.

### **Communications & Events Manager Role**

This Manager role will lead the Communications, Events & Marketing Service Team in One Family. The ideal candidate will utilise their broad communications background, events and marketing experience in order to positively communicate One Family's mission and services. We seek and recruit candidates who display excellence and innovation.

### **Communications & Events Manager Job Description**

#### **Communications**

- To understand the communication concerns of One Family and to positively communicate to diverse audiences about One Family's vision, brand, strategy, policy concerns and services
- To develop and implement external and internal communications and marketing strategies for One Family and all its functions

#### **New Media**

- To create content for, and maximise the use of, [www.onefamily.ie](http://www.onefamily.ie) and all social media, to build communications with new audiences and to strengthen existing audience relationships
- Content creation and publishing of One Family's monthly e-zine
- To design social media 'call to action' and online advertising campaigns

#### **Policy**

- To communicate key policy messages and to support the development of policy campaigns as appropriate

#### **Publishing**

- To develop and write content for, and oversee, the publishing of One Family materials in soft and hard copy including service leaflets, information publications, training products, reports etc.

#### **Media**

- To develop positive relationships with the media, provide information as required and promote spokespersons
- To monitor the media, maintain appropriate files and update all relevant One Family stakeholders
- To write and issue effective press releases

#### **Events**

- To organise, produce and event manage One Family events including our annual Family Day Festival, Graduation, seminars and other events

#### **Promotion & Marketing**

- To manage the marketing and promotion of all One Family vision, brand, strategy, policy concerns and services to external audiences in conjunction with senior staff
- To coordinate and execute any advertising activities of One Family
- To represent One Family externally as required with other agencies

#### **Other**

- To manage all activities within an agreed departmental budget

- To manage the Communications & Marketing Officer and any other relevant staff or volunteers
- To oversee all administrative work associated with the post
- To maintain all statistics and produce reports as required on all work
- To participate in all required staff meetings, trainings, strategic plans and development days
- To participate in supervision and reviews
- To undertake other areas of work where necessary or as requested by the CEO

### Person Specification

Candidates must:

- Have a solid track record in communicating to diverse audiences through a variety of media
- Excellent and proven competencies in the design and updating of websites, the use of new media tools for marketing/communications purposes, and the management of backend development
- Have excellent written and verbal communication skills including editing and the ability to distil complex policy information into clear messages
- Have a strong knowledge of public relations, marketing and campaigns
- Have experience in working with journalists and the media
- Have excellent planning skills and the ability to think strategically
- Have excellent publication skills and experience
- Have the ability to manage and work within a budget
- Be an enthusiastic and motivated self-starter with the ability to work in a team
- Be detail orientated and able to multi-task
- Have excellent interpersonal, networking and relationship-building skills
- Have excellent project management and events production skills
- Have a third level qualification or professional training

Although not required, ideal candidates would also:

- Have a good knowledge of the Irish political system
- Have experience in working with journalists and the media
- Have experience of working in the voluntary/community sector
- Have knowledge or experience of the issues affecting one-parent families

### Terms of Role

This is a part-time role for **four hours per day** in One Family offices in Coke Lane, Dublin 7. The full time salary scale is €39,310-€42,799 for a 35 hour week; the salary offered will be *pro rata* for 20 hours based on skill and experience. Annual leave and other benefits will be provided. The post is subject to a six-month probationary period.

### Applicant Process

A cover letter and CV addressing the required competencies should be emailed to Karen Kiernan, CEO, One Family at [info@onefamily.ie](mailto:info@onefamily.ie).

## Communications & Events Manager | November 2017



Your application should be marked clearly: One Family Communications & Events Manager.

Closing date for applications is Thursday 14 December 2017 at noon. Interviews will be scheduled in December and held in early January.

*One Family is an equal opportunities employer.*

*This role is part-funded by the Department of the Environment, Community and Local Government through the Scheme to Support National Organisations 2016-2019.*



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Environment, Community and Local Government



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