

## Job Description

**Job title:** Communications Officer

**Job location:** Dublin

**Reports to:** Head of Communications and Public Affairs – Ireland

**Department:** Communications and Public Affairs – Ireland

### Job purpose

As a key member of the Communications and Public Affairs team, the Communications Officer will play a crucial role in raising the profile and awareness of the work of Sightsavers Ireland to a diverse range of audiences. The role will particularly lead on Sightsavers Ireland's social and digital communications, raising the profile and awareness of our work with the Irish public and stakeholders and supporting the thematic work of the organisation.

The postholder will work with colleagues across various teams, but particularly the Communications and Public Affairs team to design and deliver effective and engaging communication plans and support the work of the Strategic Partnerships team and the Individual Giving team including the development of on and offline communication content and products

The post holder will be expected to have some international and domestic travel within their role.

### Principal accountabilities:

#### 1. Provide effective communications support to the Communications and Public Affairs department in Ireland

- Act as the initial point of contact for communication requests.
- Key point of contact for the Strategic Partnerships and Individual Giving teams to support their work.
- Offer strategic communications guidance and advice to Sightsavers Ireland colleagues including supporting them to identify objectives, audiences and messages and make recommendations for appropriate communications approaches, tactics and/ or products needed to deliver.
- Develop communications plans for bespoke projects or areas of work and be responsible for delivering them.
- Manage the briefing, scheduling and delivery of communication jobs from the department, factoring in time and support needed from other colleagues, implications on other activity and budget implications.
- Build knowledge and understanding of the department and its work and take the initiative in identifying communications opportunities that raise awareness and the profile of Sightsavers.
- Evaluate communications activities to ensure they meet objectives, identify lessons learned and make recommendations to support and improve future communications activities.
- With the support of the Head of Communications and Public Affairs, develop, manage and maintain systems and processes to support the team and its ways of working.
- Work with colleagues to identify and mitigate any communications risks.

## **2. Create engaging and creative content and communication products for use across on and offline channels**

- Develop creative briefs and where necessary to commission in-house designers or external freelance creative support.
- Work with the Sightsavers content team to identify and collect content needed to support communications activities and products.
- Design and manage the delivery of communication products that build the brand of Sightsavers Ireland, are on message and meet strategic objectives including developing content for websites, blogs, case studies, news stories, picture stories, presentations, social media or other digital assets, printed materials including leaflets, banners, posters, videos, audio stories; commissioning and briefing designers/ freelancers and reviewing/ testing materials where necessary.
- Ensure appropriate plans are in place to share new content/ communication products with relevant audiences to maximise potential and reach.
- Write and publish case studies to support various areas of Sightsavers Ireland's work.
- Support the development of a communications toolkit to provide guidance and support for colleagues across the organisation to improve their communications.
- Keep up to date with creative communication trends and contribute to creative brainstorming to enable Sightsavers Ireland to raise its profile and innovate.

### **Lead on communications research for Sightsavers Ireland**

- Support the design and publication of research reports ensuring they are consistent in style and design, drawing on the support of designers and freelancers as and when needed.
- Produce training materials to help build increase comms capacity across the Sightsavers Ireland team.
- Responsible for communications planning and deliverables around conferences and events.

The principle accountabilities are not meant to be an exhaustive list of tasks. Flexibility is essential and the job holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

### **Jobholder entry requirements**

#### **Essential Requirements for Communications Officer:**

Candidates must have:

- Professional communications experience
- Experience managing communication campaigns
- Experience in all aspects of digital and social media
- Experience working with stakeholders and the media and building strong relationships internally and externally
- A strong interest in current and public affairs and an awareness of the International Development sector and Irish political system would be an advantage

## **Knowledge and Skills**

- Able to travel intermittently throughout the year.
- Experience in supporting busy project teams
- Excellent organisational, writing, editing, budgeting and communications skills
- Highly organised planning and time management skills with excellent attention to detail
- Advanced level in PowerPoint, Excel and Word, Sharepoint
- Ability to prioritise and work in a fast-paced environment
- Ability to work on own initiative but be a core team player
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## **Core behaviours:**

- Communicating and influencing
- Team working
- Planning and organising
- Change and improvement
- Decision making
- Delivery and implementation

## **Key relationships**

### **Internal**

- Head of Communications and Public Affairs
- Global Citizenship Education Manager
- Strategic Partnerships Team and Individual Giving Teams (IE)
- Global Communications, Policy, Web and Branding Teams

### **External**

- Various umbrella networks
- Media
- Public affairs stakeholders

**Date as of: 01/12/2023**