

National Women's Council of Ireland

Job Description

Job Title: Communications and Social Media Coordinator

Responsible to: Head of Communications and Membership

Main Purpose of the job:

The Communications and Social Media Coordinator leads on and coordinates NWC's media and social media work in line with NWC's strategic goals and supports the development of communications strategies. The Coordinator works with all relevant staff to develop and implement pro-active media and social media engagement plans for NWC's campaigns and advocacy work. The Coordinator ensures NWC speaks with 'one voice' and maintains a highly visible media and social media presence. The Coordinator is centrally involved in overseeing and implementing key aspects of the income generation and membership strategies relating to communications.

Principal duties:

- ▶ Strategically plan, coordinate, implement and evaluate NWC's media and social media campaigns and engagements
- ▶ Draft and disseminate media material, including press releases, key messages, OpEds, in close cooperation with relevant staff and/or the Director
- ▶ Take a leadership role in building and maintaining strategic relationships and alliances with key stakeholders in the media
- ▶ Ensure an effective, daily social media presence
- ▶ Lead on or support staff in the development of engaging social media content
- ▶ Follow up on press queries and liaise between NWC spokespeople and media
- ▶ Lead on events/projects which have a strong communications focus
- ▶ Provide communications support for NWC events
- ▶ Support and advise the Director and Head of Communications and Membership in relation to crisis communications
- ▶ Manage communications budgets for particular pieces of work
- ▶ Ensure media databases are up to date

- ▶ Manage staff working groups and small number of communications staff where applicable
- ▶ Provide key support for the implementation of the income generation and membership strategy, in particular relating to digital fundraising, membership engagement and individual giving
- ▶ Lead on and organise internal coordination and planning meetings
- ▶ Update and support the development of NWC's website and related campaign websites.
- ▶ Support the development of communications policies
- ▶ Provide media and social media training to staff, where applicable
- ▶ Represent NWC in a variety of external contexts, both at local, national and international level.
- ▶ Participate in NWC team meetings and regular performance management meetings with the Head of Communications and Membership
- ▶ Produce a monthly report for the Director, and report to the NWC Board as required.
- ▶ Undertaking such duties as may reasonably be assigned from time to time by the Head of Communications and Membership and/or Director

Essential experiences and skills

- ▶ A relevant third level degree or equivalent third level qualification
- ▶ Minimum 5 years' experience in working in communications or similar
- ▶ Proven ability to plan and deliver media and digital communications plans and campaigns
- ▶ Proven ability to write and edit highly engaging copy for the media and other key NWC audiences
- ▶ Demonstrable experience of managing social media accounts and promoting and protecting an organisation's brand on a variety of platforms
- ▶ Proven ability to coordinate and manage projects/events across teams and manage staff
- ▶ Excellent knowledge and understanding of the Irish media and social media landscape
- ▶ Strong commitment to feminism and good understanding of women's rights, equality issues, the NGO sector and of the Irish political system
- ▶ Ability to work independently, in a fast pace environment and within competing deadlines

- ▶ Excellent IT skills, including using Content Management Systems, email marketing systems, social media tools.
- ▶ Ability to undertake accurate analysis of relevant analytics, produce concise summaries and take action as required.
- ▶ Experience of managing relationships with different stakeholders, working as part of a team and using collaborative and partnership approaches.
- ▶ Ability to adopt creative and innovative approaches, testing and using new technologies
- ▶ Ability to work unsocial hours, particularly at weekends (on rota system with Time Off in Lieu given) to post on social media, monitor online activity and take action as required
- ▶ Must be fluent English speaker

Desirable experience and skills

- ▶ Ability and experience in using design programmes
- ▶ Ability and experience in using video editing tools
- ▶ Experience in fundraising, in particular digital fundraising
- ▶ Experience working for a membership organisation

Core competencies for the position

- ▶ Strategic thinking and outcome focused
- ▶ Excellent decision making and teamwork skills that foster leadership and accountability
- ▶ Strong risk management and problem-solving skills.
- ▶ Striving to improve personal performance and commitment to self-development