

Communication's Coordinator

Role Title: Communications Coordinator

Reports to: CEO, with reporting lines to Head of Fundraising and Head of Programmes, working closely with a media consultant

Date: 22 March 2024

Department: Communications

Direct Reports: 0
Indirect Reports: External agencies

Budget Holder: Yes

Location: Dublin 1 with Hybrid Working policy and set office days

Contract: Maternity cover to 3rd September 2025

Salary: €38,000-40,000 depending on experience

Context: This is an exciting opportunity to play a lead role in ActionAid Ireland's communications and campaign work supporting women and children in claiming their human rights to build a more just and caring world.

Our mission is to support women's leadership and agency, their organisations and networks, and to improve their lives for the long-term. We strive to do this by supporting women and children in their individual lives and communities, and by seeking transformative changes for women nationally and internationally.

This is a critical role in the organisation, responsible for supporting the delivery of ActionAid Ireland's overall strategy 2023 – 2027 through effective, engaging and focused communications. Our strategic vision is to create a just and caring world where women's human rights are respected through addressing the structural causes of Gender Based Violence (GBV), promoting women's leadership in humanitarian contexts and amplifying feminist alternatives on economic and climate justice.

The main purpose of the role is to:

1. Coordinate the implementation of ActionAid Ireland's Communications and Content Strategies to ensure coherent and strong messages about our work across all platforms.
2. Be the guardian of our branding and ensure it is consistent.
3. Secure media coverage and increase the visibility of ActionAid Ireland in the media and with stakeholders.
4. Lead the Irish Aid funded Global Citizenship Engagement plans, including the ActionTalks speechwriting competition.
5. Lead on collating and producing relevant and engaging content for fundraising, blogs, press releases, policy documents, our annual reports, social media and other communications outputs.
6. Ensure all communications, particularly our website and social media, effectively engage target audiences in our work.

7. Enhance our impact and reach by working with partners and the ActionAid federation.

Key Attributes: Excellent writing and communications skills; show initiative and be a self-starter; have experience and skills in project planning and display a clear commitment to ActionAid’s mission and values.

Areas of Activity	Key Accountabilities and Deliverables
Implementing the Communications and Content Strategies	<ul style="list-style-type: none"> • Coordinate our Communications Oversight Group, ensuring that all communication outputs are strategic, high quality, well planned, consistent, coherent and engaging. • Manage the communications pipeline and approval process for all communications. • Lead on ensuring adherence to ActionAid brand and identity, including language and style guide, image usage and design guidelines. • Update brand guidance, content, materials and all public communications in line with any new messaging or propositions • Ensure the fundraising team is updated with any new content from across the federation.
Effectively engage target audiences	<p><u>Engaging supporters and new audiences with strong content:</u></p> <ul style="list-style-type: none"> • Create, collate and curate engaging content and propositions for media, blogs, fundraising, public engagement and campaigns. • Ensure high standard communication outputs, meeting the needs of the target audience/s, within budget and in a timely fashion. • Evaluate and monitor engagement of our target audiences, and improve our reach based on these insights. • Tailor our content effectively for our different audiences, and identify ways to engage and grow new audiences. <p><u>Managing social media and digital communications:</u></p> <ul style="list-style-type: none"> • Lead on managing all our social media channels, effectively engaging audiences for fundraising, campaigning and building awareness of our brand and impact. • Keep our website updated and engaging for our target audiences, including reviewing page copy, layout, links and set-up of new pages • Support the fundraising team with email communications, and ensure they are relevant and engage our audiences. <p><u>Build strong media relations:</u></p> <ul style="list-style-type: none"> • Write and distribute press releases. • Build relationships with media (local and national).

	<ul style="list-style-type: none"> • Identify allies, partners and decision-makers to enhance our impact. • Monitor media, current affairs and governance developments in the Irish and International context. • Supporting spokespeople with key messages, guidance and preparation for any media interviews. <p>Supporting campaigns and policy work:</p> <ul style="list-style-type: none"> • Create effective and engaging campaign emails and actions for campaigners. • Manage and implement the campaigner journey and events. • Develop digital assets as needed to support campaigns. • Support the production of strong policy and communications outputs. • Provide communications support to policy and advocacy.
<p>Public Engagement and Global Citizenship</p>	<ul style="list-style-type: none"> • Manage youth engagement plan, including the delivery of the ActionAid speech writing competition, ActionTalks. • Manage public engagement activities to ActionAid supporters, including highlighting Ireland’s development programme in donor communications and in supporter events. • Keep up-to-date on the latest global citizenship best practice. • Report to Irish Aid annually on public engagement achievements. • Lead on ActionAid’s adherence to the Irish Development Education Association’s Code of Good Practice.
<p>Organisational</p>	<ul style="list-style-type: none"> • Ensure ActionAid Ireland staff are kept up to date with all communications. • Produce our Annual Report and Financial Statements, showcasing our impact and how we are implementing our strategy. • Engage with the ActionAid international communications teams and campaigns networks. • Report to Board on ActionAid’s communications and campaigning activity. • Represent ActionAid Ireland externally as required. • Meet the communications objectives of donor funded projects and programmes (events, reporting deadlines etc).
<p>Values</p>	<ul style="list-style-type: none"> • To espouse ActionAid’s social justice and equality values
<p>Experience required</p>	<ul style="list-style-type: none"> • A proven track record in a communications role in a similar organisation. • Excellent level of written and oral communications skills, with the ability to quickly familiarise yourself with, and understand, complex ideas and communicate about them in a creative, compelling and audience-appropriate manner. • Strong knowledge of social media platforms and their use in communications, campaign communications or digital marketing. • Experience with website content updates and/or with using mass emailing platforms such as Mailchimp or similar.

	<ul style="list-style-type: none"> • Experience writing and pitching press releases and doing media interviews, with a feel for what makes a good media hook. • Excellent time and project management skills with an ability to juggle competing priorities at one time while maintaining high standards and attention to detail. • Experience using paid social media ads or other digital ads. • Experience assessing communications performance, and obtaining data for same from digital platforms, including social media platforms and websites. • Experience in using basic graphic creation or graphic design tools. • Strong team player with excellent listening and interpersonal communication skills.
Key Relationships	
Internal	<ul style="list-style-type: none"> • Fundraising team • Programmes and Policy Team • Finance team • CEO • Communications media consultant • The ActionAid Federation -ActionAid International and other ActionAid countries
External	<ul style="list-style-type: none"> • External suppliers: e.g. designers, web hosts, fundraising agencies, consultants • Partners and allies in Ireland
<p>What makes ActionAid different? ActionAid’s approach is about empowering people to claim their rights. Our working relationships, in Ireland and across the world are based on mutual trust, respect and democracy. As part of our commitment to women’s rights we recognise, embody and champion feminist principles not only in the work we do, but the way we work, and how we do things. We are committed to reflection, continuous learning, and being mindful of the power we have as individuals in any situation (irrespective of where we are in the organisational structure) and how we exercise it.</p>	
<p>This profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated in line with organisational needs.</p>	