



JOB DESCRIPTION

Respond is the largest housing association in Ireland providing social housing and homeless services. We are building our team of people with ambition and ability to achieve our aim to meaningfully address the housing and homelessness crisis Ireland.

Role:	Communications Manager
Location:	High Park, Dublin
Reporting to:	Head of Advocacy and Communications
Terms:	Permanent Contract
Job Purpose:	To manage and coordinate the day to day internal and external communications within Respond in line with the communications strategy. The successful applicant will have experience in PR, marketing or journalism as well as project management experience. They will possess strong leadership and planning skills.

Responsibilities

1. Communications

- a) Manage the day-to-day internal and external communications, media and marketing activities of Respond.
- b) Coordinate and implement the day-to-day implementation of Respond's communications strategy.
- c) Contribute to maintain a strong brand for Respond including impactful and fit-for-purpose publications, newsletter, web site, social media, collateral and merchandise.
- d) Develop and maintain Respond's online presence through website and social media platforms in line with the organisations strategy.
- e) Help to establish resident and service users' needs and ensure they are met and determine the best channel of delivery.
- f) Help establish and respond to staff communications needs.
- g) Monitor media, advocacy and current affairs developments, across a wide range of media and in the Oireachtas and with other relevant public representatives.
- h) Proactively seek media and speaking opportunities for the Spokesperson. Provide Spokesperson support and briefing materials.
- i) Assist in information gathering on core issues and to determine resident, service user and staff needs.
- j) Use automated systems for email campaigns, tenant and services users engagement, and staff engagement.

2. Customer Service

- a) Prepare press statements, advocacy briefings and articles on housing and homeless issues for sign off for internal and external communications.
- b) Arrange the publication and promotion of Respond materials, including design and printing.
- c) Ensure that the Respond advocacy and communications outputs are of a high standard, respond to the needs of target audiences, and are delivered within agreed budget and timelines.
- d) Liaise with and build on existing and develop new relationships, with media, key decision makers and member organisations.
- e) Represent the organisation at events and meetings as required/appropriate.
- f) Monitoring and evaluating all Respond's communications work, reporting evidence of impact and make recommendations for future work.

3. Financial

- a) Manage the service budget.
- b) Ensure value for money in service delivery and provision of materials.
- c) Enable innovation through monitoring and reviewing, reporting on services ensuring they are effective and responsive meeting the demands and aspirations of service users whilst delivering value for money and compliance with best practice, regulatory and statutory requirements.

4. Management

- a) Plan and organise resources to achieve its strategic objectives.
- b) Provide leadership at every level so the Respond team delivers its vision and corporate message and achieves its full potential.
- c) Facilitate effective communications support to all relevant teams.
- d) Participate as an effective member of the advocacy team.

Skills Required

- Third level qualification in a relevant discipline (journalism, PR or equivalent field).
- 5 years' experience in a communications, marketing or journalist role.
- Experience of developing and implementing media, advocacy or marketing campaigns across traditional media and digital platforms.
- Experience of representing an organisation to the public or/and engagement with media and the political system.
- Experience of promoting and supporting an organisation spokesperson.
- Knowledge and understanding of the not-for-profit sector.
- Knowledge and understanding of housing and homelessness is desirable.
- Experience in event and project management with a proven track record of delivering on objectives.
- Developing and successfully managing relationships with key partners, external stakeholders and funders.
- Knowledge and experience of website development and social media.
- Experience monitoring and evaluating communications work, reporting evidence of impact and making recommendations for future work.

- Proven leadership skills with the ability to inspire change, motivate and develop staff at all levels, and to deliver consistent success.
- Excellent organisational and planning skills.
- Ability to deal effectively with competing demands with a strong attention to detail.
- Excellent influencing with strong verbal and written communication skills.
- Proven ability of reporting and analysis to ensure effective budget control and value for money.
- Proven ability to handle volatile and challenging situations.

Competencies required

- Strategic Analysis.
- Analysis and Planning.
- Leadership Capability.
- Influence up and down.
- Results focused.
- Customer Focus.
- Commercial Orientation.