



Title of position	Digital Media and Communications Officer
Contract	Permanent (subject to funding), full-time. Contract includes 6-month probationary period. <i>Position is available to begin with immediate effect.</i>
Salary	€34,091, DOE.
Employer	Gaisce - The President's Award
Reporting to	Public Affairs and Communications Manager
Primary Location	Ratra House, Phoenix Park, Dublin 8. <i>Remote/from home working in line with Covid-19 health and safety in line with Government guidelines.</i>

BACKGROUND

Gaisce - The President's Award

Gaisce - The President's Award is a self-development programme for young people which enhances confidence and wellbeing through participation in personal, physical and community challenges. Gaisce is a direct challenge from the President of Ireland to all young people aged 14-25 to dream big and realise their potential.

Gaisce is non-competitive and self-directed: participants are encouraged to choose their own activities and goals with the support of their President's Award Leader (or PAL). There are more than 1,200 active PALs across Ireland, working or volunteering in a variety of organisations that deliver the Gaisce programme (Gaisce Award Partners). GAPs include schools and third level institutions, youth services, youth organisations, sports clubs, private enterprises, as well as the prison and probation service. There are three levels of Gaisce Award - Bronze, Silver and Gold. Since its inception in 1985, more than 200,000 Gaisce Awards have been achieved across all levels and, today, more than 20,000 young people register to pursue their Gaisce Award annually.

For more information about Gaisce, please visit www.gaisce.ie.

Comms and Events Team

The Comms and Events Team works closely with all teams within Gaisce to deliver on the strategic plan set out by the Gaisce Council. The Events and Comms team is responsible for all key communications regarding Gaisce - The President's Award, from website and social media, to communications with external stakeholders, Challenge Partners, Gaisce Challenge Partners and the media (local and national). The Comms and Events team oversees Gaisce's brand development and identity. The Comms and Events team also organises and supports events to promote the work of Gaisce and to raise awareness of the Gaisce Award programme for 14-25 year old young people in Ireland.

THE ROLE

We are hiring a full-time Digital Media and Communications officer to develop our external communications, manage and develop our new website, and connect the stories of our incredible Gaisce participants with local and national media outlets.

This is an exciting opportunity for someone with a keen interest in digital media, the youth sector and telling stories online.

Working as part of a small but effective team and reporting to the Public Affairs and Communications Manager, the Digital Media and Communications officer will develop and design strategies that build our communication channels and support our events.

The Digital Media and Communications officer will be responsible for ensuring data drives the content and engagement strategies we develop. The right candidate must be able to think strategically, be creative, and deliver under a deadline.

The successful candidate will be expected to undertake the following principal duties as part of the communications team:

Social Media

- Designing and implementing weekly and monthly social media plans responsive to current affairs requirements;
- Creating social media campaigns to support and run alongside Gaisce events, publications or partnerships;

- Monitoring news and current affairs, as well as relevant social media accounts
- Live-updates of particular Gaisce events, collection of information/quotes/relevant images/video for use on social media during or after an event.

Digital

- Driving forward a review and launch of the new Gaisce website;
- Maintain and update the Gaisce website ensuring content and design is regularly reviewed and optimised to support the user journey and experience;
- Creating, maintaining and copywriting for web pages, and preparation of media content related to Gaisce;
- On/Off site, remote (inclusive of out-of-hours) audio, image and video capture and gathering (including identification of appropriate materials for rebroadcast);
- Filming video footage and taking photographs at launches/events for posting on all platforms;
- Researching, filming, and editing content for the Gaisce website and social media channels.

Press/PR

- Work with the Public Affairs and Communications manager to develop and implement media relations strategies;
- Media relations, including the preparation of press releases, handling enquiries from journalists and other media contacts via telephone, email and online, management of a comprehensive media list and proactive media relationship building as required by Gaisce's priorities;
- Supporting and arranging events, interviews, and press conferences, as required;
- Assisting the Public Affairs and Communications Manager with launches, press briefings and media pitches and development.

Other

- Supporting the Gaisce organisation on other work, when required;
- Supporting on mailouts, preparation of resources and copywriting/review of Gaisce promotional materials;
- Any other relevant tasks assigned by the Public Affairs and Communications Manager.

EXPERIENCE AND PROFESSIONAL QUALITIES REQUIRED

We are looking for someone who is dynamic, enthusiastic, solution-oriented and passionate about communications and young people.

Essential Requirements

Candidates must have:

- QQI NFO minimum level 7 in Journalism, Multi-Media/Communications or a related discipline.

Candidates with exceptional relevant work experience may also be considered in lieu of degree qualifications.

Experience required:

- Demonstrate at least 2 years relevant experience of working in media and/or communications role;
- Have experience of using, updating and developing social media content and platforms (Website, Twitter, Instagram, YouTube, LinkedIn) in a professional capacity;
- Image editing skills for the creation of social media content (e.g. Canva);
- Experience in working on and creating communications campaigns;
- Demonstrable interest in public affairs;
- A proven ability to develop and maintain networks effectively.

Personal attributes required:

- Excellent writing and/or creative skills with the ability to present material in a clear, concise, and comprehensive manner;
- Be motivated, flexible and willing to adapt;
- Driven by the ambition to providing the best possible communications services to this organisation, our stakeholders and the wider public;
- Someone who keeps up to date with emerging technologies and platforms and is eager to learn new skills;
- Show commitment to completing tasks to a very high standard;
- Be willing to share ideas and information with people, with the purpose of achieving a particular result as a team;
- The ability to work as part of a team;

- Be capable of using own initiative as and when appropriate;
- The ability to work to tight deadlines and under pressure;
- Interested in working in a diverse environment working with cross-functional and cross-organisational teams.

Desirable

- Experience in working for and/or relationships built within the press/media industry in Ireland;
- Experience in the use of photo/image editing software (demonstrable experience in graphic design would be an advantage)
- Experience in video editing software (e.g. Final cut pro or Premiere Pro)
- A good understanding of the Irish youth sector, post-primary education system in Ireland, and workings of the Oireachtas;
- Competency in the Irish language.

Gaisce's Core Competency Framework

Gaisce has identified six key abilities required across the organisation to ensure the organisation can deliver and excel. These are:

- Communication
- Personal & Professional Development
- Planning, Scheduling and Delivery
- Problem Solving
- Relationship Building
- Teamwork

Gaisce's Values

Gaisce is motivated by the following four core values:

- **Empowerment | Inclusion and Equality | Respect | Excellence**

We are committed to ensuring these core values are embedded across all areas of our work, and in our practice and processes.

- **Empowerment**

Gaisce seeks to ensure that our programme contributes to making a difference: in the lives of young people who participate; to the communities those young people belong to; and to wider Irish society.

- **Inclusion and Equality**

Gaisce seeks to ensure diversity in regard to: the young people participating in our programme; our partners; and our staff and council membership, with a view to achieving equality of access, participation and outcome for people from groups covered by the equality legislation and those who experience inequality on the basis of their socio-economic status.

- **Respect**

Gaisce seeks to ensure high standards in its working relationships, by valuing and taking account of the diversity of our staff and stakeholders.

- **Excellence**

Gaisce seeks to ensure our work adheres to best practice standards and legal requirements and strives to continually innovate in achieving our mission

Terms

This is a permanent appointment, subject to funding. There is a 6-month probationary period. Salary is €34,091, dependant on experience.

The appointment is covered by the Single Public Service Pension Scheme and membership of the scheme will be compulsory for the successful candidate.

There is a holiday entitlement of 25 days in the first twelve months, excluding public holidays. Hours of work are 35 hours per week.

This role usually involves some travel in Ireland. Travel and expenses will be paid in accordance with appropriate Gaisce rates.

How to Apply

Please send your completed and signed application form by email (digital signature) with the subject line 'Digital media and Comms officer' to recruitment@gaisce.ie.

The closing date for applications is strictly midnight on **Sunday, 21 March 2021.**

Interview Process

- Interviews will be held on **29-31 March 2021 via Zoom** (video call). These dates are subject to confirmation.
- Successful interview applicants are responsible for ensuring they are available for interview dates offered and to have the relevant equipment to participate in an online video call in advance of their interview.
- We regret that feedback will not be provided to those who are not called for interview.
- All applications received before the application deadline will be screened against the role requirements and the person specification.
- As the work involves some engagement with young people, candidates under consideration for the role will be subject to the Garda vetting process. The successful candidate will also be required to provide 2 references. Any offer of employment is conditional upon satisfactory Garda Vetting and reference checks.

Gaisce, Gradam an Uachtaráin - the President's Award is committed to best practice and operates on the basis of equal opportunities. Applications are therefore invited from all suitably qualified and eligible candidates. Appointment will be based solely on merit and canvassing will disqualify.