



Communications Officer

Applications are now invited for the post of Communications Officer with the Irish Penal Reform Trust (IPRT). This is a key function within the IPRT team, working to ensure that our comprehensive body of evidence-led research and policy reaches key audiences and influences public and political debate. It is an opportunity to work in a small impactful organisation, where your contribution has the potential to really make a difference.

About IPRT

The Irish Penal Reform Trust (IPRT) is Ireland's leading non-governmental organisation campaigning for human rights and best practice in the penal system, and for progressive penal policy in which prison is a sanction of last resort. Our work is underscored by our strong commitment to combating social injustice. We have a track record of achieving big impact for a small organisation. We do this through a combination of research, advocacy, engagement, public affairs, events and working in alliance. Our strategic campaigns and communications work plays a central role in achieving our organisational goals.

About the Role

This is a high-paced proactive and reactive role, where every day will bring a new challenge and opportunity to influence penal reform. There is great scope for a dynamic person with a passion for communication and social justice advocacy to bring their creativity and ideas to the role. The post offers an excellent opportunity for an ambitious candidate to work in a high-profile, dynamic and effective non-governmental organisation.

We are an established voice in public debate on penal reform, and we enjoy strong attendance at our seminars and events. We have developed a comprehensive research and evidence base, which we are ready to bring to the next level. We are now seeking the right person to develop and implement strategies that maximise our existing tools and research to increase our reach and engagement across all of our target audiences.

We would like to hear from people who have relevant communications skills and experience and who are looking to apply these skills to a new area. Our core criteria are excellence in writing, editing and proofing along with flair and confidence in using IT and digital media – **a short written exercise will form part of the recruitment process.** Enjoying the challenge of managing multiple projects, timelines and deadlines, while remaining flexible and responsive to opportunities that arise, is essential.

IPRT is an equal opportunities employer, and we welcome applications from people from diverse backgrounds as well as from people with criminal records. We don't ask for information about convictions during the recruitment process.

This position is full-time for a fixed-term contract of two years with a view to extension subject to funding.

The closing date for applications is 5pm on Monday 26 September 2022.

Shortlisted applicants will be contacted for interview shortly after the closing date with interviews to take place online as soon as possible thereafter.

Any queries about the role should be directed to director@iprt.ie

Terms of Employment

Hours of employment: Full time (35 hours per week, exclusive of breaks) for a fixed-term contract of two years with a view to extension subject to funding.

Requirement to work flexibly within the role, and occasionally attend evening events as appropriate to the role. IPRT's time off in lieu policy applies.

Probation period: Six months.

Salary: €35,000-43,000 per annum pro rata, commensurate with skills and experience.

Annual leave entitlement: 25 days per annum pro rata.

Pension contribution: 5% match-funded employer contribution after successful completion of probation period.

Place of work: Usual place of work is the IPRT Office in Dublin 7 but IPRT is currently trialing a more flexible hybrid working model. There may be occasional travel, as appropriate to the role.

Post holder responsible to: Executive Director

IPRT is committed to supporting staff to identify and undertake training and development opportunities relevant to the role.

JOB DESCRIPTION

Key responsibilities of the position will include:

- Collaborate with management to develop and implement an effective communications strategy based on our target audiences and tailored to key stakeholder groups;
- Design and implement a digital media plan for the organisation, and ensure online activities are integrated with our communications strategy and strategic objectives;
- Maintain IPRT's website and microsites as a central source of information on penal reform and related issues, including creating new sites, as required;
- Create high-quality written and visual content for email marketing, social media and websites;
- Write and disseminate press releases, statements and other media engagement tools, as well as proactive engagement with the media;
- Proof, format and coordinate with external stakeholders (design, print and other) on all IPRT publications, including annual reviews, research reports, policy papers and other materials as arises;
- Co-ordinate IPRT's annual programme of public events, including launches and seminars;
- Support the Governance and Administration Officer with the annual programme of membership communication materials and engagement;
- Act as first point of contact with media, managing the press phone and requests for information and interviews, maintaining a media record, developing relationships with key media contacts and providing briefings for spokespersons;
- Maintain, analyse, and generate reports on IPRT campaigns, media engagement, social media and website usage; and
- Collaborate with other IPRT team members on strategies to target new members and donors, and activate existing members.

Other

- Build strong working relationships with colleagues in the organisation;
- Develop networks within the broader civil society environment;
- Work in accordance with charity governance, ethics and standards;
- Undertake other duties commensurate with the role, in pursuit of the Strategic Plan, as agreed with the Executive Director.
- Identify own training and development needs in conjunction with the Executive Director.

PERSON SPECIFICATION

Essential Skills and Experience

- Excellent writing, editing and proof-reading skills and experience;
- Demonstrable ability to interpret and reproduce numeric data accurately;
- Ability to write engaging content and express complex ideas in clear and accessible language tailored to different audiences;
- A third-level qualification in a relevant area (communications, journalism, public relations, advocacy or related field) or equivalent experience;
- Minimum of two years' experience in a relevant role;
- Experience in the use of CMS to manage and update websites;
- Proficiency in managing social media channels;
- Experience with graphic design software, such as Canva, Adobe Creative Suite or similar;
- Excellent organisational and time-management skills, with the ability to manage multiple projects at once;
- Ability to be responsive yet measured in what can sometimes be a quickly evolving situation;
- High level of attention to detail;
- Ability to work on own initiative as part of a small team; and
- Ability to work flexibly within the role, and occasionally attend evening events as appropriate to the needs of the role.

Desirable Skills and Experience

The successful candidate may also have:

- Experience of designing and implementing a communications strategy;
- Experience of designing, delivering and managing engaging social media campaigns;
- Experience in managing events, from conception right through to follow-up;
- Experience in lobbying and public affairs;
- Knowledge of ethics and standards for a charity;
- Interest in penal policy and reform in Ireland.

Attitude

- Respect for the values and mission of IPRT;
- Flexibility and adaptability in response to strategic opportunities;
- Commitment to ongoing professional development;
- Commitment to and understanding of a working environment that promotes equal opportunities and has regard for the health and safety of others.

**Please send your curriculum vitae plus a statement as to how you meet the Person Specification above to director@iprt.ie by 5pm on Monday 26 September 2022.
Please write COMMUNICATIONS ROLE in the subject line of the email.**

The Person Specification should cover each of the bullet points above and should be approximately two typed A4 pages in length.

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