

## **Job description:**

# **Head of Communications and Youth Engagement**

Are you passionate about current affairs, politics and European relations? Are you looking for a job where no two days are ever the same? EM Ireland is recruiting for a Head of Communications and Youth Engagement

### **Job purpose**

Successful and impactful communications are at the core of EM Ireland's mission to develop the connection between Ireland and Europe and to achieve greater public understanding of and engagement with the European Union.

We prioritise innovative communications to promote discussion and disseminate information, recognising the value in engaging with our different audiences in ways that are relevant and specific to them. The organisation prioritises youth engagement and delivers several education and graduate programmes. Management of these workstreams is a key component of this role. The successful candidate can expect to lead across a range communications methods including public and media relations; digital media; marketing and branding; educational programmes; and standalone campaigns.

Working collaboratively, the successful candidate will be expected to develop and implement communications strategy, demonstrate flexibility, respond to arising issues, act as a spokesperson and contribute to internal communications and team engagement.

Knowledge of EU affairs is desirable and the successful candidate will be expected to develop their knowledge and expertise in this area over time. The ideal candidate thrives in a busy work environment, is comfortable with evolving and competing priorities and has the ability manage a number of team members.

This role reports to the CEO.

### **Key objectives and main responsibilities**

- Design and implement organisational communications strategy.
- Proactively advance the organisation's relationships and visibility across various communication channels, particularly earned media, by identifying and leveraging opportunities.
- Act as a spokesperson, represent EMI at public events and moderate EMI events as required.
- Provide communications advice, briefing and guidance to all team members.
- Manage education work streams including primary, secondary and third level, eg College of Europe.
- Lead, develop and manage communications and advocacy campaigns, including tendering and reporting to external partners and funders.
- Write press releases, op-eds, social media posts and host events, podcasts etc as required.
- Lead and manage marketing and branding activity.
- Devise and drive online and social media engagement, website management and outreach related to the organisation's programmes, campaigns and events, in collaboration with the Digital Communications Manager.
- Develop and maintain relationships with media contacts, stakeholders, funders, partners and members.
- Manage and support staff as required.
- Undertake other duties determined by the fast-paced and evolving nature of the organisation's priorities.

- Act as a representative of EM Ireland and in accordance with the objectives, values and ethos of the organisation at all times.

## Essential experience and skills

- A relevant third-level qualification.
- 3-5+ years in communications, public affairs, journalism or a similar role.
- Intense appetite for current affairs and some knowledge of EU affairs.
- Strong understanding of communications, media relations and civil society engagement.
- Strong digital media capabilities.
- Excellent written and oral communication skills, particularly writing user-friendly content on complex issues.
- Experience of planning and implementing communications campaigns that delivered results.
- An ability to meet deadlines and attention to detail.
- Project management experience.
- Appreciation of non-governmental organisations and the environment in which we operate.
- Creativity and enthusiasm.

## Desirable

- Very good knowledge and/or experience of EU affairs.
- Experience of developing, implementing and reporting on funded projects and programmes.
- Existing media and stakeholder relationships relevant to the role.
- Language skills, particularly Irish.
- Full driving licence.

## About us

Founded in 1954, European Movement (EM) Ireland is the longest established Irish NGO working on European affairs. An independent, not-for-profit, membership organisation, EM Ireland works to develop the connection between Ireland and Europe through advocacy campaigns, education programmes, training courses, information briefings and networking events.

**Location:** EM Ireland's place of work is Dublin City Centre. We are currently operating a hybrid working model. This is at the discretion of the organisation. Occasional national and international travel will be required for this role.

**Relationships:** Reporting directly to the CEO, the successful candidate will work closely with the Board, senior management team and directly manage a number of staff.

**Terms:** This is a full-time position. Salary is dependent on experience but will be broadly commensurate with the starting point on the Civil Service Administrative Office **Higher** Scale. Please note there is no employer pension contribution associated with this role.

**To apply:** Please submit a CV and a cover letter in one PDF file outlining your motivation, your skills and how you meet the requirements of the role by email to [hr@europeanmovement.ie](mailto:hr@europeanmovement.ie)

Applicants will be shortlisted and invited for first round interviews, including a short-written exercise. These will be in person in Dublin City Centre.

**Closing date:** Applications must be received **by 23.59** no later than **Thursday, 30 June**.

**Only shortlisted candidates will be contacted.**

*European Movement Ireland strives to be an Equal Opportunities Employer. For further information, please visit our website: at [www.europeanmovement.ie](http://www.europeanmovement.ie)*

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