**Job Specification Communications Advisor**

**Job Title**Communications Advisor – Public Relations

**Responsible to** Secretary General

**Overall**

The candidate in this role works with the Secretary General, Digital Marketing Executive and Head of Fundraising to promote the humanitarian work of the Irish Red Cross, which is part of the International Red Cross and Red Crescent Movement.

**Main tasks and responsibilities**

Managing all media relations and advising Secretary General on media strategy.

Developing, managing and executing PR and marketing communications campaigns across all traditional and digital media channels for all services and programmes.

Campaign evaluation.

Researching, developing and pitching ideas to media to secure online, print and broadcast

coverage.

Researching, writing and distributing press releases, statements, speeches and features.

Developing publicity materials.

Planning and executing a variety of events.

Assisting with the coordination of international press trips.

Managing photo shoots and photo calls.

Providing media training and spokesperson preparation.

Managing relationships with photographers, designers and print agencies.

Representing the Irish Red Cross at national and international events.

Assisting in budget management.

Manage monthly internal communications e-zine for staff and members.

Sending material information to members.

Brand and consistency of messaging advice.

Liaising with brand ambassadors.

Calendar of event management.

Analysis of impact of internal and external communications.

Produce the annual report, managing all aspects from content to design.

Assist the fundraising department in the design and implementation of campaigns.

Relevant third-level qualification.

Excellent communications skills – written, verbal and interpersonal, with an eye for detail.

Strong influencing skills and the ability to build relationships across the organisation with both staff and Irish Red Cross members.

Ability to manage resources and deadlines while maximising results.

Ability to work as part of a team.

Experience in the not-for-profit sector is an advantage.

**Application details:** Please send a cover letter outlining your relevant experience and your CV to [communications@redcross.ie](mailto:communications@redcross.ie) by 9am on Monday 27 January 2020.