



JOB DETAILS

Title: Branch Outreach and Engagement Officer

Duration: Fixed Term contract to end Dec 2025 This role can either be full time (35 hours/week) or we are open to two part time workers. Hours of work include week-day nights.

Salary: €38k - €42k, experience dependent¹

Reporting to: National Services Manager

BACKGROUND INFORMATION

The Irish Red Cross Society (IRC) is part of the world's largest independent humanitarian network, the International Red Cross and Red Crescent Movement. The IRC is committed to and bound by its Fundamental Principles of Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality. The vision of the Irish Red Cross is to be a leading humanitarian organisation, providing impartial services and support to vulnerable communities both at home and abroad. Our mission is to identify and deliver humanitarian assistance to those who are most in need.

Internationally, we create impact through our partnerships with our fellow Red Cross Red Crescent National Societies as well as with the global humanitarian organisations that we affiliate to the International Federation of the Red Cross (IFRC) and the International Committee of the Red Cross (ICRC).

Domestically, we have a national footprint with a significant part of our programmes are delivered by our 4,000+ members and associated 70+ branches around the country.

One of our strategic priorities is to ensure all branches are supported so that they are able to deliver relevant local services, to vulnerable people, through a network of volunteer-based units and local relationships. The collective capacity and the impact brought by our national footprint through strong branches contributes to the overall strength and visibility of the Irish Red Cross as a whole.

¹ This role is assigned to the Job Family of: Coordinator. The Irish Red Cross has 6 Job Families: Secretary General; Senior Manager; Programme/Project Manager; Coordinator; Development, & Admin; Administration.



SUMMARY OF ROLE

The Outreach Officer role has been tasked with identifying the challenges faced by local Irish Red Cross branches, improving engagement with members, supporting the development of community-based activities to support Ukrainians and the wider community while creating a streamlined connection between branches and head office.

Project objective: To create a road map to build strong branches that deliver sustainable humanitarian action at grassroots level which can be scaled and replicated across the National Society.

The process is to assess the capacity of each branch to show areas where the branch needs development and technical support from head Office. The tool, aligned to models of best practice from the IRFC, aims to capture this information is called a Branch Organisational Capacity Assessment (BOCA) an IFRC tool which is adapted for use by the National Society. The tool helps to identify and assess a branch's strengths, limitations and challenges in relation to a wide range of organisational capacities.

The outreach process is comprised of four steps.

Step 1 Branch health check: Which is comprised of a branch mapping survey and completion of a BOCA workshop which covers 26 topics which look at the branch core capacity to exist, to organise, to relate and mobilise.

Step 2 Engagement Workshop: The Branch completes a workshop to identify priority areas for branch development.

Step 3 Development Workshop: The Branch completes a workshop to build new ways of working into existing activities, services or programmes or looks at how they can develop new activities, services or programmes. Support the introduction of community-based activities.

Step 4 Branch Plan: The branch creates a road map of how it will operate and develop over the next 12 to 24 months. Assist branches to align their work plans to the National Strategic Plan.

ROLE RESPONSIBILITIES

- **Branch Development:** Regular engagement with local branches to identify branch and member needs to deliver sustainable humanitarian assistance and services at grassroots level.
- **Develop and support Activities:** Working with local branches, design, plan, and support the implementation of Branch lead initiatives aimed at meeting the needs of the Ukrainian and Irish communities. Collaborate with branch members to identify and prioritise community needs and inform them of IRC national resources which are available to address these needs.



- Relationship Management: Act as a liaison between the IRC Head Office and IRC members, fostering engagement and participation. Cultivate relationships with IRC branch and IRC area stakeholders to enhance collaboration and support.
- Reporting and Documentation: Prepare comprehensive reports on completed activities, branch engagements and workshops including objectives, outcomes, and impact. Ensure timely submission of reports to relevant stakeholders, providing valuable insights and recommendations for improvement.
- Collaboration with Communications Officer: Share planned activities in advance with the relevant branch Communications Officer to ensure timely updates on social media platforms. Provide necessary information and images for effective communication and promotion of branch activities.
- Teamwork: Branch Outreach and Engagement Officers chair and facilitate a cross departmental group for staff whose work involves or is impacted by local branches to ensure staff and member challenges are addressed in a collaborative and consistent manner.
- Engagement: Participate actively in team meetings, sharing insights, ideas, and best practices to enhance overall effectiveness.

ROLE REQUIREMENTS

Essential Criteria

- Demonstrated experience in community work, development, membership relations or a related field, preferably in volunteer-focused organisations.
- Appreciation of volunteerism, first aid and community engagement and support.
- Strong project management skills, including the ability to plan, organise, and execute activities within established timelines and budgets.
- Strong presentation and group facilitation skills.
- Excellent interpersonal and communication skills to engage with volunteers, staff, and external stakeholders effectively.
- A full driving license and access to a vehicle are required, as travel within Ireland will be required.
- Work actively towards the achievement of the Irish Red Cross goals.
- Undertake training and development as required
- Abide by and uphold the Principles of the International Red Cross Red Crescent Movement.
- Undertake any other reasonable work-related duties and responsibilities assigned by the National Services Manager or Head of National Services Department that are consistent with the nature of the job and level of responsibility.

Desirable Criteria

- Experience of working on a board or committee
- Understanding of community structures in Ireland



- Experience as an Irish Red Cross Branch committee member or other non for profit organisation
- Understanding of the Irish Red Cross Branch Network and local volunteer structures.

Further Information

The Irish Red Cross is an equal opportunities employer. We value diversity and aspire to reflect this in our workforce. We welcome applications for people from all sections of the community, irrespective of gender, civil status, family status, sexual orientation, religion, age, disability, race or membership of the Traveller community. This role requires applicants to have the right to work in Ireland.

This role is to engage with the volunteers and members of the Irish Red Cross within local branches who tend to be mostly available evenings and weekends, so the 'working week' of successful post-holders will need to adapt accordingly. The role is predominately evenings between 7:00pm – 9:30pm Mondays to Thursdays, with one in person visit and one remote visit weekly. This is a remote employment role with flexible hours and frequent travel to project activities and occasional travel to the Irish Red Cross Head Office in Dublin for project coordination meetings.

The role will focus on branches in the South: Cork, Kerry, Waterford and the West: Galway, Mayo, Roscommon.

APPLICATION PROCESS

To apply for this role, please forward a copy of your CV, together with a cover letter setting out how you meet the essential and desirable criteria for this role to:

jobs@redcross.ie

Your email should contain Branch Outreach and Engagement Officer [NAME] in the subject line. Applications should be in .pdf or MS Word format, and with file names in the following format: **<Surname>, <First name> - CV and <Surname>, <First name> - Cover Letter**

The closing date for applications is Friday 12th July 2024

Shortlisting for interview will be on the basis of the essential and desirable criteria for this role.

It is intended to hold initial interviews for this role on Monday 22 July

Please note that there may be a second round of interviews.