



**INCLUSION IRELAND**  
National Association for People with an Intellectual Disability

## **Communications & Information Manager**

### Job Description

Inclusion Ireland is a national rights-based advocacy organisation that works to promote the rights of people with an intellectual disability. Inclusion Ireland uses the **Convention on the Rights of Person with Disabilities (CRPD)** as the prism through which it conducts its work. The CRPD provides the framework to ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities.

We are looking for an experienced communications professional to join our team.

### **Reporting relationship**

The Communications and Information Manager will be part of the dynamic senior management team, reporting directly to the CEO.

### **Overall Responsibilities**

The successful candidate will be responsible for the development of Inclusion Ireland's communications and information strategy with the support of the CEO. He/she will play a key role in planning and delivering communications, through traditional and digital channels, that meet the overall strategic objectives of Inclusion Ireland.

### **Role Purpose:**

The role has two main aspects strategically:

- Support the information needs of Inclusion Ireland members and stakeholders through the provision of high quality, accessible and timely information.
- Shape policy and change through innovative media and communications campaigns focused on our vision for a more inclusive Ireland.

## Key Duties and Responsibilities:

- Responsibility for the research, planning, development, timely execution and evaluation of a mix of communications and marketing campaigns and activities across Inclusion Ireland.
- Deliver relevant, high-quality information in appropriate formats to identified audiences
- Review and develop website, social media and other information media to ensure high-quality interactive information format for people with a disability, family members and other stakeholders
- Providing strategic and operational communications support to key campaigns in areas such as membership, and advocacy.
- Managing media relations, including media requests.
- Preparing and managing budgets for communications activities, in consultation with the budget holder.
- Lead and manage a team of individuals focusing on communication strategy.
- Ensuring brand consistency across all forms of communications.
- Working closely with other teams across the organisation on specified projects in order to meet Inclusion Ireland's objectives.
- Any other duties within the general scope of this job description which may be required from time to time

## Essential Qualifications

A third level qualification in Journalism, PR or Communications.

## Essential Experience

- At least four years' experience in communications, P.R. or journalism.
- Experience in a fast-paced environment delivering on multiple projects simultaneously.
- Proven track record in the development and implementation of communications strategies with tight deadlines.
- Adept at working across all channels including traditional and digital media.
- Established network of media contacts.
- Understanding of disability policy and the UNCRPD.
- Proven ability to manage and sustain multiple positive relationships with key stakeholders.
- An understanding of accessible communications.

## Person Specification:

- Track record of **operational success**, i.e. in achieving the publicity and communications goals of an organisation. Delivering projects **on schedule and within budget**.

- **Impactful content creator** via press releases, copywriting, presentations, videos, social media sites etc
- Experience in **website, intranet and social media editing** and content input.
- Ability to work on own initiative, **innovative and flexible** in outlook
- Self-starter with initiative, creativity and demonstrated ability to develop **innovative and effective communications strategies**
- Proactive, professional approach with **excellent communication skills.**
- Enjoys working in a **fast-paced environment and consistently meeting deadlines.**
- Ability to **identify and negotiate opportunities** for Inclusion Ireland to grow its profile in the media consistent with our strategic objectives.
- High level **IT skills.**
- Ability to **lead and manage a team**