

JOB DESCRIPTION:

Communications Co-ordinator

An exciting opportunity has arisen for a capable communications professional to join the Dyslexia Association of Ireland's dynamic team. As a key member of our national office staff, the successful candidate will help to develop and implement our communications strategy. This is an excellent career opportunity for an ambitious communications and marketing professional with a passion for driving positive social change for those affected by dyslexia.

SUMMARY OF ROLE AND RESPONSIBILITIES

The Communications Co-ordinator will be part of the national office team and will co-ordinate all communications activities in line with the organisation's overall strategy and implementation plans.

The Communications Co-ordinator will report to, and work closely with the CEO, as well as with other national office staff. The Communications Co-ordinator will have a clear understanding of GDPR, Data Protection and Accessibility requirements, along with the DAI's strategic priorities and policies.

MAIN RESPONSIBILITIES AND DUTIES

The responsibilities include, but are not limited to the following:

Communication and Marketing:

- Implement the organisation's communications strategy.
- Manage the organisation's brand strategy including guidelines and relevant templates.
- Ensure timely development and consistency of core messages, both generally and campaign-specific.
- Ensure organisational adherence to brand strategy and key messages which are developed to align to the organisation's vision and mission.
- Assist with the conceptualisation and implementation of high-impact communication campaigns and events, particularly the Dyslexia Awareness Month campaign each October.

Digital Media:

- Create appropriate and relevant written and visual content for email marketing, social media and websites.
- Manage DAI's social media channels (Twitter, Facebook, Instagram, LinkedIn and YouTube)
- Develop and manage digital advertising campaigns on social networks and Google Ads.
- Devise and track metrics and provide statistical analysis of all social media activity.

- Support the production of DAI's video and audio content, e.g. the DAI podcast - Dys&Dat.

Publications

- Write copy for a variety of publications as required.
- Copy-edit and proofread documents and publications.
- Produce the monthly eNewsletter for members.
- Manage the design and print management process for publications and marketing materials.

Fundraising/Income generation/ Public Affairs

- Work with the CEO on completing grant proposals as necessary.
- Stakeholder and public affairs management to promote collaboration and income generation for DAI.
- Target increases in online donations aligned to social media activities and calendar of events.
- Provide communications support for DAI's fundraising activities/events.

Other

- Manage digital marketing.
- Provide training inputs at DAI information events and webinars.
- Ensure that necessary general administration in respect of the role is carried out to high standards in line with DAI policies and procedures.
- Actively protect DAI's integrity through honesty, sincerity and service to its members whilst promoting nationally the benefits of association with the DAI.
- Participate in such performance management processes, and related development activities, as may be considered by the management as relevant to the role.
- Undertake any other duties as may reasonably be assigned by the CEO, from time to time, including willingness to support colleagues during busy periods.

PERSON SPECIFICATION

This is an exciting new position within DAI, and an opportunity to make a valuable contribution to our work. The ideal candidate will be a motivated professional who has a passion to build dyslexia awareness and raise the profile of DAI. The successful candidate will be adaptable and comfortable working both on their own initiative, and as a strong team player.

- We are looking for an excellent communicator who can work both independently and collaboratively in teams.
- You will be creative with an eye for engaging content and the ability to produce impactful messaging.
- You will be self-motivated and be able to engage and build relationships with a range of external stakeholders.
- You will be passionate about positive social change achieved through community and voluntary action.

Essential Criteria:

- At least two year's experience in Communications, Marketing, Public Relations, or a related discipline.
- A strong track record of producing high-quality written and visual content.
- Proficiency in managing social media channels.
- Experience in managing or updating websites.
- Experience in copywriting, editing and publishing for websites, email marketing and press releases.

Desirable Criteria:

- Experience in using graphic design platforms such as Canva, Shutterstock or Adobe.
- Knowledge of website content management systems (e.g. Wordpress, Drupal etc.) and social media management tools.
- Experience in podcast production and video editing will be advantageous.
- Not-for-profit experience is an advantage
- Knowledge of dyslexia and neurodiversity is an advantage.

Education, Qualifications & Skills

- A third-level qualification in Communications, Marketing, Media or a similar discipline (Level 7/8 degree minimum) or educated to degree standard with substantial work experience in the listed areas.
- Excellent written and verbal communication skills in English.
- Computer literacy.

TERMS:

- Full time role, 35 hours per week.
- Contract of three year's duration, with potential to extend subject to funding.
- The role is subject to successful completion of a 6-month probationary period.
- The position is based at the Association's national office in central Dublin, as well as with remote work from home in line with our flexible (hybrid) working policy.
- Starting salary of €40,000 per annum.

APPLICATION PROCESS

Candidates wishing to apply for this post should email their CV, and a short cover letter outlining their suitability for the role, to:

Rosie Bissett, CEO, Dyslexia Association of Ireland at ceo@dyslexia.ie

KEY DATES

- The closing date for applications is **February 10**.
- Interviews will be held online with shortlisted candidates on **February 28**.