



Communications Officer

Job Description

Leave No Trace Ireland is looking for an energetic and creative **Communications Officer** to join its team.

Salary: €30,000 pa, apportioned to contract terms

Hours: 21 hours per week (3 days)

Period: 12 month Temporary Fixed-Term Contract

Closing Date: 22nd December 2021

JOB PURPOSE

Reporting directly to the Operations Manager, the role will be responsible for promoting and communicating the achievements of our charity to our varied audiences. This role encompasses both marketing and communication activities. The ideal candidate will have experience of marketing, digital communications and campaigns. They will have a keen interest in the charity and not-for-profit sector and will want to use their skills to make a real difference and influence change.

ROLE AND RESPONSIBILITIES

- Develop and design marketing materials for promotion of specific programmes or initiatives.
- Work alongside colleagues to develop messages for specific audiences through digital and print.
- Ensure communication outputs are of a high standard, respond to the needs of the target audience, and are delivered within agreed timelines.
- Show a good understanding of brand identity and adherence to the organisation's values.
- Creativity and expertise in website maintenance and marketing materials.

- Coordinate organisation's website content: soliciting content from internal teams, ensuring it is on message and of high quality, updating messages and managing updates to content pages.
- Effective use of social networking tools and growing online presence.

ESSENTIAL EXPERIENCE AND SKILLS

- Third level qualification in a relevant discipline.
- Excellent written and verbal communication and presentation skills.
- Experience in web content management (i.e. WordPress) and e-marketing initiatives (i.e. Constant Contact, Survey Monkey).
- Proficient in Adobe Design suite (ideally Photoshop, InDesign) with ability to produce professional, marketing collateral for print and online.
- Full range of social media skills especially providing content for Twitter, Facebook, Instagram and LinkedIn.
- Attention to detail and strong organisational skills.
- Ability to work calmly under pressure and within a small dynamic team.
- Excellent interpersonal skills.
- Ability to manage workload to tight deadlines.

APPLICATION DETAILS

- Position based at Westport, Co. Mayo (with flexible working conditions)
- **Start date:** January 2022
- Interested candidates should submit a copy of their curriculum vitae and cover letter to Rachel Shawe at rachel@leavenotraceireland.org. Leave No Trace Ireland is an equal opportunities employer.
- **Closing Date:** 22nd December 2021

ABOUT

Leave No Trace Ireland is a not-for-profit company made up of member organisations with a shared interest in encouraging responsible enjoyment of Ireland's natural environment. The Leave No Trace programme promotes and inspires responsible outdoor recreation through education, research, partnerships and volunteerism throughout the island of Ireland. Visit www.leavenotraceireland.org for more details.