



## **COMMUNICATIONS and CAMPAIGNS OFFICER**

### **JOB DESCRIPTION**

**Position Title:** Communications and Campaigns Officer (maternity cover)

**Reports to :** Director

**Location :** Coleraine House, Coleraine Street, Dublin 7

Mental Health Reform is the national coalition driving reform of Ireland's mental health services and social inclusion of people with mental health difficulties. Our vision is of an Ireland where people with mental health difficulties can recover their wellbeing and live a full life in the community. With more than 50 member organisations and 10,000 individual supporters, MHR provides a coordinated voice to Government, its agencies, the Oireachtas and the general public on mental health issues.

#### **POSITION SUMMARY**

Mental Health Reform is seeking to appoint a talented and committed individual who has the skills and experience to create and implement an effective advocacy and campaigns programme, building a credible coalition voice, sustaining and growing the membership and developing the communications reach.

Working closely with the Director, Policy and Research Officer, and Communications and Information Executive, the Communications and Campaigns Officer will work to implement the communications and campaigns programme to support Mental Health Reform's Operational Plan for 2016 and the Strategic Plan for 2015-2017.

## **MAIN RESPONSIBILITIES**

### **Managing campaigning and events**

- Participate in the implementation of the communications and campaign programme in line with MHR's Operational Plan for 2016 and Strategic Plan for 2015-2017
- Lead campaign-related projects
- Organise events, e.g. roundtable meetings and seminars, related to MHR campaigns
- Assist with monitoring and evaluation of campaigns
- Support the Director in engaging with and influencing key decision makers within government and the HSE

### **Managing relationships with the broadcast, print and social media**

- Develop and manage relationships with national and local broadcast and print media
- Maximise media exposure for MHR
- Develop and implement a social media strategy to build supporter engagement
- Facilitate and support individual stories to the media on MHR issues
- Monitor media activity on mental health and related areas

### **Coordinating engagement with politicians**

- Manage the relationships and communication with political parties and Oireachtas groups
- Lobby the Irish Government, including monitoring and lobbying on relevant legislation considered by the Seanad, Dáil and parliamentary committees, and on Oireachtas proceedings relevant to mental health

### **Developing the communications systems and resources**

- Manage the database and website and develop online campaigning and social networking
- Commission 'viewpoints' surveys, convene focus groups and consult key groups including people with mental health difficulties
- Gather and analyse data for monitoring and evaluation using agreed templates and database
- Produce newsletters, information and promotional leaflets etc.
- Establish and maintain key partnerships within the mental health and wider social sector
- Respond to requests for information, advice and assistance from members of the public, other NGOs etc.

### **Building and maintaining the critical relationships with our members**

- Grow the membership and maintain relationships with member organisations
- Share advocacy tactics with members, allies and partners
- Represent MHR at external events, identifying opportunities to promote and develop awareness of and support for MHR

## **Fundraising**

- Participate in developing and implementing MHR's Fundraising Action Plan
- Establish and follow up fundraising leads
- Write and design fundraising materials

## **Organisation**

- Work within the framework of the overall objectives and the policies and practices of the MHR
- Contribute to the promotion of equality of opportunity, anti-discriminatory practice, diversity, individual rights and choice in all aspects of work
- Update MHR's contacts database
- Carry out other administrative duties as required
- Participate in Mental Health Reform's performance management system and engage in supervision sessions on a regular basis with the Director
- Supervise interns or volunteers as required
- Participate in relevant training and development courses as agreed with the Director
- Undertake such other duties as might be reasonably assigned from time to time in consultation with the Director
- Be vigilant to any Health, Safety and Welfare risks in the workplace and bring any concerns to the attention of the Director or Health & Safety Representative

## **PERSON SPECIFICATION**

### **Essential qualifications, skills and experience:**

- Proven experience in a public relations, communications or campaigning role
- Ability to represent MHR with a range of audiences and to build effective relationships with member organisations, political, media, service user and professional groups
- Strong research and analytical skills with an ability to access information quickly and strategically
- Proven exceptional communication and interpersonal skills, both verbal and written
- Excellent organisational and IT skills with experience managing websites and social networking for organisational objectives
- Knowledge of the health and social policy context in which MHR operates
- Experience in a team-working environment
- Creativity and an ability to generate engaging communication messages
- An ability to work with initiative and autonomy and take responsibility for a functional role within a small team
- A relevant third-level qualification

**Attitude:**

- Commitment to the vision and values of Mental Health Reform
- A can-do attitude with a focus on continuous improvement within area of work

**Desirable experience:**

- experience working with volunteers and interns an advantage
- experience of fundraising, establishing fundraising leads, writing fundraising materials

**TERMS**

This is a full time position. Flexibility is required regarding hours as some weekend and evening work will be necessary. Travel and out of office work will also be a feature of the role.

This is a fixed purpose contract position, subject to funding and completion of a probationary period.

An attractive remuneration package commensurate with experience is available.

Hours of Work : 37 hours per week

Annual Leave : 24 days, pro-rata

**Mental Health Reform is an equal opportunities employer**