



Mental Health Reform
Promoting Improved Mental Health Services

Communications and Engagement Manager – Maternity Cover

Job Description

Position: Communications and Engagement Manager

Hours: Full-time (37 hours per week)

Start date: November 2026

Duration: 12 months (Fixed Term Contract – Maternity Cover)

Reports to: CEO

Location: Carmichael House, 4 Brunswick Street North, Dublin, D07RHA8
Mental Health Reform operates a hybrid system of remote working and in office working.

1. Position summary

Mental Health Reform is seeking to recruit an experienced, creative, and strategic Communications and Engagement Manager. This position manages the communication and engagement unit and is a key member of the organisation's Senior Leadership Team. The role has overall responsibility for shaping and delivering MHR's communications strategy, increasing organisational visibility and impact, generating fundraising income, developing and ensuring strong stakeholder engagement, and assisting MHR to deliver on its strategic plan.

2. About Mental Health Reform:

Mental Health Reform (MHR) is the national coalition driving reform of Ireland's mental health services and supports. Our vision is of an Ireland where everyone can access the support that they need in their community to achieve their best possible mental health. With over 80-member organisations and thousands of individual supporters, MHR provides a coordinated voice to Government, its agencies, the Oireachtas and the general public on mental health issues. For more information, see <https://www.mentalhealthreform.ie/>

3. Main responsibilities

a) Advancing Strategic Leadership

- Actively contribute as a member of MHR's Senior Leadership Team, supporting effective organisational leadership and cross-functional decision-making

- Contribute to the development, implementation and review of MHR's strategic and operational plans
- Participate in key organisational decisions, providing strategic advice and insight from a communications, membership and fundraising perspective.
- Lead, manage and coach staff within the MHR performance management system
- Supervise staff, interns and/or volunteers as required

b) Communication Strategy & Delivery

Strategy & Campaigns

- Lead the development and implementation of MHR's communications strategy in line with MHR's strategic and operational plans
- Manage and enhance MHR's brand, image, and positioning
- Oversee the organisation of events and webinars
- Design and implement high-quality communications and advocacy campaigns
- Develop and manage projects involving staff, stakeholders, and member organisations
- Oversee the development and design of high-quality reports, publications and resources
- Work alongside the Communications and Membership Officer to develop digital content including graphics, videos, newsletters and website content
- Oversee the management of MHR's social media platforms, ensuring strong engagement and growth
- Monitor and evaluate the effectiveness of communications activities

Media Relations

- Proactively develop and manage relationships with regional and national online, broadcast and print media
- Maximise media exposure for MHR by identifying and proposing media opportunities
- Develop media materials including press releases, speaking notes, key messages, and guest articles
- Engage with people with lived experience of mental health difficulties to share case studies with the media, in line with MHR policy
- Monitor media activity on mental health and related areas

Systems & Data Management

- Manage communications databases including Salesforce and Mailchimp
- Oversee the maintenance of MHR's website to maximise effective communication of information and messages
- Develop data-management and reporting procedures for communications systems and platforms

c) Strengthening membership engagement

- Oversee the implementation of MHR's member engagement strategy
- Build and maintain internal communication processes to ensure MHR is effectively communicating with its members
- Strengthen member engagement in projects, events, campaigns and other key activities
- Establish and maintain key partnerships with stakeholders across the mental health sector

d) Managing and implementing MHR's fundraising strategy

- Oversee and manage MHR's fundraising approach and strategy
- Identify and submit grant funding proposals
- Proactively identify and secure corporate fundraising partnerships
- Lead on the development of new funding streams
- Develop fundraising procedures and policies

e) Assisting MHR to deliver on its overall strategic goals

- Work within the framework of the overall objectives and the policies and practices of the MHR
- Ensure all work undertaken complies with data protection and GDPR rules
- Contribute to the promotion of equality of opportunity, anti-discriminatory practice, diversity, individual rights and choice in all aspects of work
- Carry out other administrative duties as required
- Participate in relevant training and development courses as agreed with the CEO
- Undertake such other duties as might be reasonably assigned from time to time by the CEO
- Be vigilant to any Health, Safety and Welfare risks in the workplace and bring any concerns to the attention of the CEO or Health & Safety Representative

4. The person

Skills, knowledge and experience required:

- A third-level qualification in a relevant discipline
- Satisfactory relevant experience in a senior communications role
- Demonstrated results from the design and implementation of successful campaigns
- Excellent organisational skills with the ability to manage tight deadlines
- Fluent speaker and writer of English
- Proven exceptional communication and interpersonal skills, both verbal and written
- Excellent IT skills with experience managing websites and social media platforms
- Creativity with an ability to generate engaging messages for a variety of audiences
- Proven experience of developing and maintaining relationships with key stakeholders to advance organisational priorities and achieve strategic goals.

- An ability to work with initiative and autonomy and take responsibility for a functional role within a small team
- Experience of managing staff to achieve deliverables

Desirable:

- Experience in and familiarity with the community and voluntary sector in Ireland
- Experience in fundraising and corporate partnerships
- Familiarity with mental health issues in Ireland
- Experience with media interviews, as interviewee or in a supporting capacity

Benefits:

- The salary will be commensurate with skills & experience with the salary band 50k – 60k.

Mental Health Reform operates the following benefits for its employees:

- A pension schemes
- Annual leave 24 days, exclusive of public holidays, 1 wellbeing day per year.
- Hybrid working arrangement
- Additional 4 days of PTO per year (Good Friday & Christmas)
- Access to an Employee Assistance Programme

Additional notes:

- Candidates must have the legal right to work and reside in Ireland at the time of application.
- 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 job description is not a definitive list of tasks; rather it is designed to give an overview of the job. It is envisaged that the post-holder will use their own initiative and develop the job under guidance so that the organisations aims are achieved. It should be noted that the organisation is dynamic and fast paced and it may be necessary to step beyond the areas outlined above to support others from time to time.
- All documentation received by Mental Health Reform will be processed in accordance with the Data Protection Acts, 1988 and 2003 General Data Protection Regulation (GDPR; 2018). The information will only be used by Mental Health Reform in the processing of job applications and for ongoing administrative purposes with job candidates.

Application process:

- Please email your CV and cover letter to info@mentalhealthreform.ie.
- Requests for additional information can be sent to info@mentalhealthreform.ie.

- Closing date for the submission of applications is **Sunday 4th October 11:59pm**. Late submission will not be considered
- Interviews are expected to take place the week of the 12th October.

Mental Health Reform is an equal opportunities employer. Reasonable accommodations are available throughout the recruitment and selection process. Please let us know if you require any adjustments.