

AMNESTY INTERNATIONAL IRELAND

Communications and Engagement Manager

ROLE OVERVIEW:

As a global movement of over ten million people, Amnesty International (“AI”) is the world’s largest grassroots human rights organisation and we have been defending human rights for over 60 years. We investigate and expose abuses, educate and mobilise the public, and help transform societies to create a safer, more just world.

The Communications and Engagement Manager is responsible for driving Amnesty International Ireland’s communications strategy and for supporting the organisation’s engagement with activists, partners and other stakeholders. Reporting directly to the Executive Director, the successful candidate will provide strategic leadership in planning, content development, maintaining excellent media relations and taking the lead in the development, delivery and day-to-day management of the organisation’s communications function.

MAIN RESPONSIBILITIES

1. Leading on the development and implementation of the organisation’s communications strategy.
2. Overall responsibility for managing the Amnesty International brand in media work, design and content of web and for a consistency of design/branding across all Section publications.
3. Liaising with the international movement in the development of international communications and the development of communications priorities for the Section.
4. Co-leading the development of tech stacks (the integration of websites including sub-domains, CRM, and other digital platforms), and support teams in analysing data for growth, engagement and other purposes.
5. Developing, managing and executing the organisation’s digital strategy, including:
 - Managing the setting and maintaining of style, language templates, image usage and design guidelines for www.amnesty.ie;
 - Researching and evaluating current trends to identify new opportunities in the digital space;
 - Liaising with external technical provider on the overall maintenance and development of www.amnesty.ie
6. Developing communication plans for crises scenarios, as well communications strategies for human rights campaigns and objectives.
7. Supporting the monitoring of media and analysing of coverage, the creation of media plans, and the drafting of press releases and other media outputs.
8. Managing existing and developing new relationships with media and other stakeholders.
9. Acting as spokesperson as required.
10. Supporting teams in the creation and implementation of email marketing plans.
11. Managing editorial sign-off on external communications outputs, including factual and policy review, tone and brand, for emails, publications, marketing and others.
12. Managing the communication budget.

13. Responsible for designing appropriate processes for data processing within the communications team (including the organisation's website) and for their adherence to the organisation's Privacy Policy and relevant Data Protection legislation.
14. Monitoring and evaluating the impact and effectiveness of AI communications and media work.
15. Overseeing the development of activism strategies and plans and, as a member of the senior management team, contributing to the leadership and development of the strategic direction of the organisation's activism and public engagement work .
16. Supporting the Activism Co-ordinator in leading on the development of activism work plans and timelines.
17. Supporting the Activism Co-ordinator in overseeing the day-to-day activities of the activism team to deliver impactful activism.
18. Managing communications staff members, the Activism Co-ordinator and other relevant staff through line management and/or matrix management arrangements as required, ensuring performance is managed effectively and adequate resourcing is planned to meet objectives;
19. Working with the senior management team on strategic and operational planning, risk management and organisational development;
20. Contributing to the overall management and decision making in the Section as a member of the management team.
21. Working across functions to ensure collaboration for shared goals and activities to maximise impact;
22. As a member of the management team, contributing to the development and implementation of appropriate human resource management policies and practices including recruitment, training and development, performance management and remuneration for all staff;
23. Proactively communicating the organisation's direction to employees;
24. Assessing and facilitating effective learning and development solutions and supports, including identifying effective training programmes, knowledge sharing, regular performance feedback, coaching and mentoring;
25. Proactively monitoring and supporting staff well-being;
26. Leading by example and serving as a role model for the organisation's behaviours and competencies;
27. Adherence to the line managers' responsibilities for health and safety as laid out in the Irish Section safety statement.

Ideally, the successful candidate will have:

1. Proven experience in a senior communications role with a national or international organisation;
2. Knowledge and understanding of all sectors of the media in Ireland;
3. Experience in the NGO and/or the public sector;
4. Evidence of an ability to develop innovative new communications strategies and approaches
5. Proven ability in strategic media planning and evaluation;
6. Excellent writing and communication skills including experience of writing for the web;
7. Thorough knowledge of current and emerging digital technologies and trends;
8. Strong knowledge of social media channels;

9. Excellent IT skills, including Microsoft Office, Adobe Suite, email marketing platforms, design software such as Adobe and Canva, and Wordpress or other content management systems;
10. Previous experience in managing and motivating people, including knowledge of performance management systems and familiarity with best practice in managing people;
11. Background in managing budgets and experience in strategic planning;
12. Ability to manage multiple priorities and work to deadlines;
13. Ability to understand and respond to communications needs and strategic decisions of other teams.
14. Ability to build capacity of other staff members to do media work.
15. Excellent interpersonal skills and the ability to communicate with a wide range of audiences;
16. Ability to establish positive working relationships with colleagues, external contacts and other stakeholders.
17. Flexibility, and the proven capacity to lead in a strategic and collaborative fashion on the development and roll out of communications outputs in an often rapidly evolving and complex environment.
18. Ability to work as part of a team and collaborate and seek input from colleagues from other teams.
19. Demonstrated experience in a representational or spokesperson role;
20. Knowledge and understanding of the goals and aims of Amnesty International;
21. Flexibility in working hours, i.e. occasional evening and weekend work required.

WORKING HOURS

The starting salary for this **full-time position of 35 hours per week** is approximately €53,000-62,000 per annum, depending upon experience.

Applicants are required to complete the Amnesty International application form and forward it to Agata Senkara, Human Resources Manager, at positions@amnesty.ie. Please note that CVs will not be accepted. Application form can be downloaded from our website www.amnesty.ie under 'Jobs and Internships'.

Closing date for applications is on the 25 September 2022.

Amnesty International is an Equal Opportunities Employer and encourages applications from all sectors of the community.