



# Communications Manager

## Job Description

Educate Together is seeking a Communications Manager to create, implement and oversee communications programmes that promote Educate Together's objectives in accordance with its strategic objectives. This position will report directly to the CEO and will form part of the senior management team of Educate Together. This is a new position and the successful candidate will have resources to employ a Communications Officer.

## Responsibilities:

- Establishing and managing Educate Together's communications team
- Working with CEO and a corporate affairs consultant to develop and implement a lobbying strategy
- Developing and implementing strategies to effectively communicate Educate Together's ideas to policymakers, educators, the media, and other key audiences
- Helping to define and build public appreciation of Educate Together with a distinct brand identity
- Managing the production of a full range of material (both online and offline) to effectively support the goals of Educate Together
- Drafting and distributing press releases, public statements, speeches
- Establishing a PR strategy and managing its implementation
- The monitoring and analysis of Educate Together's PR performance
- Securing media exclusives and PR partnerships with media outlets
- Managing the existing media database and cultivation of existing and new media contacts
- Working with various Educate Together departments to support and ensure efficient and effective marketing & communications in all areas, across all lines including online, offline, ground events, print and television
- Playing a full role in the development of the Educate Together national team
- Other related duties that may be assigned from time to time

## Person Description

The individual should have:

- Bachelor's degree or equivalent proven experience
- A minimum of four years' PR experience of the Irish media environment
- Enthusiasm for the aims and objectives of Educate Together
- In-house PR firm/agency experience, online experience a plus

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### Educate Together

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Oak Drive, Dublin 12

T +353 1 4292500 F +353 1 4292502

E [louise.byrne@educatetogether.ie](mailto:louise.byrne@educatetogether.ie)

[www.educatetogether.ie](http://www.educatetogether.ie)

**Directors 2009 - 2010** Gerry Breslin, Andrea Burke-Khan,

Robert Dowling, Diarmaid Mac Aonghusa, Patricia Murphy,

Dolores O'Donnell, John Roberts, Philip Schofield, Suzanne Swan

**Charity No.** CHY 11816

**Company No.** 656183

- Excellent copy writing, proofing and information distribution skills
- Advanced problem-solving abilities in a team environment and creative flair
- Excellence in communicating in English in a variety of contexts
- ICT proficiency with professional level skills in graphics and knowledge of desktop publishing for in-house graphics design and production
- Enthusiasm and competency in the exploitation of new media channels
- Understanding of SEO needs and communications analysis
- Proven management experience
- Experience in dealing with multiple cultures and languages
- A high degree of self-motivation with proven ability to work independently
- Ability to create and manage procedures and processes, while working with various departments.
- Ability to adapt to changing priorities and thrive in a fast-paced work environment
- Attention to detail, especially in an online environment
- Multiple project management skills
- Experience in the management of PR for television production, working in tandem with various, international production companies and broadcasters
- Ability to proactively manage Educate Together's profile at events.

The position is based at Educate Together's National Offices in Dublin. Hours are based on a 35 hour week and 26 days holidays p.a. While some home-working arrangements may be negotiated after an initial period, regular attendance at the National Office will be required. This post involves some travel within the state with time off in lieu of working at evenings or weekends. However, employees are guaranteed a number of "ring-fenced" weekends and evening off, to ensure that such demands are kept to a manageable and agreed level.

**The salary for this role will be €70,000 a year. A two-year contract is currently envisaged but this post may evolve into a permanent position. A start date early in January 2010 is sought.**

A high level of integrity, accountability, confidentiality, responsibility and flexible, constructive engagement is required in the carrying out of these duties.

## Applications

Applications should be in the form of a letter of application and CV (max 4 pages). It should be submitted by email (preferred) to [recruitment\\_2009@educatetogether.ie](mailto:recruitment_2009@educatetogether.ie) with "Communications Manager Application" in the subject line.

or post/fax to:

Communications Manager Application, Louise Byrne, Educate Together, H8a Centrepoint Business Park, Oak Drive, Dublin 12. Fax: +353 (0)1 4292502

**Closing date for applications is 12 noon on Tuesday 8<sup>th</sup> December 2009.**

**Initial interviews will be held between 14<sup>th</sup>-16<sup>th</sup> December 2009.**

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