



Irish Environmental Network

Communications Officer

Job Description

Location: The Macro Building, 1 Green St, Dublin 7

Organisation: Irish Environmental Network (IEN)

Contract: Full-time 2-year contract (renewable conditional on funding)

Salary: €44,000-€49,000

About the IEN

The IEN is a network of 34 national environmental non-governmental organisations (eNGOs) that work to protect and enhance the environment and to place environmental issues centre stage in Ireland and internationally. You will work in a small, energetic team to shape policy and advance sustainable development principles.

Overview of the role

The purpose of this role is to support the objectives of the IEN and our advocacy arm, the Environmental Pillar, through the management and implementation of its communications strategy. The role also includes management of the Green News, a digital news-site dedicated to reporting on environmental issues, putting out news stories on a regular basis, while also looking in-depth at environmental issues.

You should have a strong background in media and communications with demonstrated experience in relationship-building with internal and external stakeholders.

Key Responsibilities

Public Relations

- Maintain and develop relationships with key media outlets and journalists;
- Write press releases and secure approval in line with internal sign-off processes, working with policy and advocacy colleagues, the Environmental Pillar Coordinator and Steering Committee as appropriate;
- Promote events and campaigns for the IEN/Environmental Pillar, as well as for our members and coalition partners

Green News

- Source news stories
- Write and edit articles for the GreenNews.ie
- Recruit and manage volunteer writers, interns and journalism students to generate content
- Monitor open and click rates
- Develop strategies to increase readership

Social Media

- Manage our social media presence across all key platforms (Twitter, Instagram, Twitter)
- Track performance across social media channels and develop strategies for growth
- Monitor new developments and innovations in social media spaces to enhance our profile and raise awareness

Websites

- Maintain and refresh content across our three websites: www.ien.ie; www.environmentalpillar.ie; and www.greennews.ie;
- Liaise with web developer and IT support as required to address any issues as they may arise

Newsletters

- Create content for newsletters (IEN Member News & Green News)
- Manage regular dissemination to subscribers
- Develop strategies to increase subscriber base for Green News

Events

Work with IEN team members to coordinate and organise events, including National Biodiversity Week, press conferences and briefings where appropriate. Travel to external events in Dublin, locations throughout the country and internationally may be required from time to time.

Content

Create engaging and compelling visual content for digital and print channels, including: shooting and editing video, photography and graphics as needed

Advocacy

Support members in their advocacy work in national, EU and international fora, working with policy and advocacy colleagues including the IEN Policy Officer, Environmental Law Officer and our members as appropriate

Training

Provide communications and media trainings to member organisations

Relationship Management

Build and maintain partnerships with internal and external stakeholders

Planning, Reporting and General Duties

- Agree annual workplan, containing goals, objectives and key performance indicators with your line manager
- Provide regular reports to your line manager as required
- Attend weekly IEN Team meetings and meetings of the IEN/Pillar as appropriate
- Circulate weekly Priority lists to team members to share information and encourage collaboration

Essential Criteria

- Qualification in Communications/Journalism and/or equivalent experience
- Experience in a Communications or journalism/media role
- Demonstrated excellent written and oral communication skills
- Proven experience of effectively dealing with the media
- Proven ability to manage several projects concurrently; excellent time management & organisational skills
- Strong team player and lateral thinker, comfortable working collaboratively and independently
- Experience with website CMS (e.g. WordPress)
- Experience in managing mass communications (e.g. Mailchimp, Constant Contact)

Desirable requirements

- A strong interest in the protection of the environment / climate
- Experience with campaigns
- Media experience (university, local, online and/or national media)
- Supervisory role
- Graphics creation, video shooting and editing, photography and web design

Further Information & Benefits: What We Offer

This role offers the opportunity to join a dynamic organisation and to work with a diverse coalition of leading Irish ENGOs. The role may be office-based in Dublin or hybrid. Attending in-person events and meetings will be expected.

This contract is for a two-year, 35-hour week role and salary is payable monthly in arrears.

Other benefits include:

- A 5% employers' matched contribution to a company contributory pension scheme
- Generous annual leave of 25 days
- Further Education / Training opportunities
- Time off in Lieu (TOIL) policy
- Travel (bike-to-work schemes/tax saver commuter tickets)
- The IEN offices are located centrally in Dublin 7, close to lively Capel Street and only 5 minutes from Luas.

A complete list of all the terms and conditions and the IEN's internal policies will be made available to all staff members. The IEN is an equal opportunities employer. We celebrate diversity and are committed to building an inclusive and supportive environment for all employees.

To Apply:

Please send your CV and covering letter by email to: jobs@ien.ie

Deadline for applications: Close of business Friday 5th August 2022