



Irish Environmental Network

Irish Environmental Network (IEN) Communications Officer Job Description

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](https://www.greennews.ie)
- Recruit and manage volunteer writers, interns and journalism students to generate content
- Develop strategies to increase readership

Social Media

- Manage our social media presence across all key platforms (Twitter, Instagram, Facebook, LinkedIn)
- 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;
- Analyse and report on data from google analytics
- 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, IEN member trainings and briefings where appropriate. Travel to external events in Dublin, locations throughout the country and internationally may be required from time to time.

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

Identify and organize training opportunities for IEN members related to communications, social media, policy issues or other relevant skill learning

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 and Board of Directors 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

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.

This Job Description is not exhaustive and may change from time to time in line with work priorities, set out by your Line Manager.