

Friends of the Earth Ireland - Job Description

Communications Officer

April 2020

Our organizational culture

Friends of the Earth is an environmental justice organization whose mission is to campaign for solutions to environmental problems that make life better for people. We are trying to change the world on a shoestring and in the face of opposition from powerful vested interests. So we need committed, energetic people on our team. We work collaboratively to advance the organization's goals, values and mission. And we look out for each other as best we can.

We are a small, nimble organization. This means there'll be plenty of opportunities to learn and develop new skills. It also means you'll need to be flexible and you'll be expected to get stuck in and do whatever tasks are required to ensure that work is completed on time and to the highest standards possible. No matter what your role is within the organization you'll need to answer phones, deal with routine office tasks and, crucially, wash the dishes and put out the bins.

The Role

As Communications Officer the primary focus of the post will be in advancing Strategic Objective's 1, 2, 3, 4, and 5 from our Strategic Framework 2016-2020:

1. Climate Justice

- To ensure Ireland does its fair share to prevent runaway climate change and its fair share to cope with the impacts of climate change globally.

2. Fossil Free Future

- To promote a rapid and just transition to a community-centred, zero-carbon energy system for Ireland.

3. The Politics of Food and Nature

- To promote food sovereignty and security while protecting and restoring a diversity of landscapes, habitats and wildlife.

4. Sustainable Production and Consumption

- To pursue economic and regulatory measures that shift Ireland towards a more resource efficient “circular economy” and reduce inequality.

5. Education and Activism

- To engage people in popular education and collective action which contributes to a growing environmental justice movement in Ireland.

Responsibilities:

- **Campaign Communications**

- ⇒ Working closely with Campaign Managers and teams to strategise and execute effective written and visual communications across organisation’s external communications channels (website, emails, social media)
- ⇒ Creating effective and targeted campaign emails and text for online actions to mobilise Friends of the Earth community and wider public to support and participate in campaigns and actions
- ⇒ Creating written and visual content to translate policy and campaign objectives and demands into easily digestible communications to reach and mobilise Friends of the Earth community and the wider public
- ⇒ Tailoring written content to engage varying audiences – email segmenting and targeting
- ⇒ Edit and create visual communications such as video, gifs, graphics to compliment and support written communications

- **Social Media**

- ⇒ Managing and maintaining Friends of the Earth social media platforms, keeping them active with engaging content that supports the organisation’s campaign goals, mission and values
- ⇒ Tailoring written content to engage varying audiences on social media platforms
- ⇒ Creating attractive and effective visual digital media to relay campaign goals, mission and values suitable for each platform

- **Media Relations**

- ⇒ Writing and sending press releases to create and attract media opportunities to amplify and progress campaign goals and objectives
- ⇒ Coordinating our relations with the media, including cultivating contacts, seeking to place stories and interviewees, and following-up press releases
- ⇒ Coordinating interviews with campaign team members and relevant activists to comment on press releases or other media events
- ⇒ Managing external requests and queries from the media
- ⇒ Acting as a spokesperson, and giving interviews on occasion when appropriate and necessary
- ⇒ Identifying and taking opportunities to respond to media moments to get Friends of the Earth's position into the public's view on relevant issues that support our campaign goals
- ⇒ Identifying and taking opportunities for photocall / stunts to get media attention on a campaign moment

Accountability and support: You will report to the Head of Supporter Care and Communications.

Requirements:

- ⇒ Minimum three years of experience in media relations, communications or campaigning role
- ⇒ High level of written and oral communications skills
- ⇒ Experience with press releases and media interviews
- ⇒ Knowledge of social media platforms, target audiences and digital marketing
- ⇒ Good management skills, ability to work on multiple campaigns at one time
- ⇒ Ability to respond quickly to external events and demands, from media and political system, while maintaining organisational priorities and goals
- ⇒ Experience with basic video and graphic editing tools
- ⇒ Experience with mass emailing, segmenting and targeting audiences and managing communications database
- ⇒ Experience with website content updates and maintenance
- ⇒ Ability to use initiative and think creatively

Desirable:

- ⇒ Qualification in Communications, Journalism or Media Relations
- ⇒ Personal interest in environmental and social justice
- ⇒ Knowledge of the Irish and global climate movement
- ⇒ Video and graphic creation and editing skills

Terms and Conditions:

Contract duration: This is an 18-month contract. There is a three month probationary period. At the end of the 18 months a decision on the future of the post will depend on organizational funding. Our aim is to convert the post into a permanent post.

Hours per week: This is a 4 days a week contract (28 hours). More hours may be offered depending on organizational funding.

The distribution of the hours across the week is flexible by agreement with your manager.

Location: The position is based in our office in Mount Street Upper in Dublin 2, however, because of COVID19 social distancing, the post will be remote to start.

Annual Leave: Every staff member gets a total of 5 weeks paid annual leave in the year (25 days for a full time employee, 5 days a year for every day you work per week over the year, 20 days leave in for someone on a 4-day week).

Salary: The post is on our Programme Payscale, which for this position on a fulltime basis would be between €27,863 and €32,590. The gross salary for this post will be the pro-rata equivalent depending on how many hours per week the employee is working.

To Apply: send your CV with a cover letter to jobs@foe.ie by 23.59 on Monday May 4th.