



**Friends of  
the Earth**

## **Friends of the Earth is hiring a Campaign Communications Officer**

*Closing date: 20<sup>th</sup> April 2022*

### **About the organization**

Friends of the Earth Ireland is a community at the heart of the growing movement here for a just world with zero pollution. Our mission is to campaign and build movement power to bring about the system change we need for a just world where people and nature thrive. 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 mission, vision and values. 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.

### **About the role**

Reporting to the Head of Communications, the successful candidate will deliver crucial campaign and organizational communications through a variety of channels.

Together with the Head of Communications you are responsible for advancing one of our strategic objectives related to Policy Change:

*To create public understanding that much of the change we wish to see will generate positive impacts and opportunities, not costs and hardships. To bring justice and fairness to the centre of the debate about climate and environmental issues - change should happen when justice and fairness requires it, even if it is not popular with everyone, especially the rich and powerful.*

And together with the Head of Communications and colleagues working in supporter relations you will contribute to advancing one of our four organizational goals:

*To ensure Friends of the Earth supporters feel they are members of a mutually supportive community and present ways for them to participate in and sustain the work of the organization for as long as it is required.*

The climate crisis is in the public mind like never before and Friends of the Earth is growing as Ireland and the world step up efforts to cut emissions fast enough to prevent complete climate breakdown. This is a role for someone with a strong feel for campaign communications and hands-on experience of creating engaging communications content across a variety of media, channels and platforms.

## Responsibilities

1	<b>Campaign Communications</b>	<ul style="list-style-type: none"> <li>▪ Working closely with campaign leads and relevant staff to plan and execute effective written and visual communications across organisation's external communications channels (website, emails, social media).</li> <li>▪ Creating effective and targeted campaign emails and text for online actions to mobilise the Friends of the Earth community and wider public to support and participate in campaigns and actions.</li> <li>▪ Creating written and visual content (social media, website, emails) to translate policy, movement building and campaign objectives and demands into easily digestible communications to reach and mobilise Friends of the Earth community and the wider public.</li> <li>▪ Tailoring written content to engage varying audiences – email segmenting and targeting.</li> <li>▪ Edit and create visual and audio visual communications such as videos, GIFS and graphics to compliment and support written communications.</li> </ul>
2	<b>Social Media</b>	<ul style="list-style-type: none"> <li>▪ Maintaining Friends of the Earth social media platforms, keeping them active with engaging content that supports the organisation's campaign goals, mission and values.</li> <li>▪ Tailoring written content to engage varying audiences on social media platforms.</li> <li>▪ Creating attractive and effective visual digital media to relay campaign goals, mission and values suitable for each platform.</li> <li>▪ Using paid social media to reach new audiences.</li> </ul>
3	<b>Campaign &amp; movement building administrative tasks</b>	<ul style="list-style-type: none"> <li>▪ Build attractive supporter emails, website posts and other publishable content based on text that has been drafted by other staff members.</li> <li>▪ Email organisations and groups in coalitions we work with, alerting them to communications content we have produced.</li> </ul>

## About You

Essential skills or experience:

- A proven track record in a communications role or a campaigning or organising role that had a significant communications component (these can be paid roles or voluntary/part-time activities).
- High level of written and oral communications skills.
- Knowledge of social media platforms and their use in campaign communications or digital marketing.

- Good time and project management skills with an ability to work on multiple campaigns at one time and respond quickly to external events while maintaining organisational priorities and goals.
- Experience with basic graphic and video creation tools.
- Experience with website content updates and/or with using mass emailing platforms such as Campaign Monitor, Action Network, Mailchimp or similar.
- Strong team player with excellent listening and interpersonal communication skills.
- Experience (paid or voluntary) in climate justice, social justice or human rights campaigning, activism or organising or a demonstrable interest in same.

Desirable skills or experience:

- Experience with grassroots activism or civil-society campaigning (paid or unpaid).
- Experience with segmenting and targeting audiences when using mass emailing platforms, developing supporter journeys and using CRM systems.
- Knowledge of the Irish and global climate movement.
- Video or audio editing skills.
- Experience of monitoring or analysing performance data from social media and digital communications channels.

Personal attributes and competencies:

- Commitment to the mission, vision and values of Friends of the Earth.
- Ability to work with a diversity of people, communities, and cultures.
- Strong team player with excellent listening skills and interpersonal communication skills.
- Ability to use initiative, think creatively and work independently.
- Excellent time management and prioritisation skills –with the ability to work on multiple projects or campaigns at one time.
- Ability to respond quickly to external events and demands while maintaining organisational priorities and goals.

## **Statement on Solidarity, Participation and Inclusion**

A commitment to solidarity, participation and inclusion is one of the fundamental values of Friends of the Earth. We therefore endeavour to ensure that everyone, particularly marginalised and disadvantaged groups who might be affected by policy are considered and included in the conversation. We acknowledge our privilege as people working in an NGO and understand the fact that there may be barriers to participation. We strive to expand and diversify civic engagement, by creating spaces for everybody to participate and be included in activism and political change.

As part of this commitment to the values of solidarity, participation and inclusion we strongly encourage applications from those with identities under-represented in the environmental movement, for example: people of colour, LGBTQIA+ people, those seeking asylum or with refugee status, people with a disability, or people are who members of an ethnic minority.

## Terms and Conditions

Conditions are according to Irish legislation including the legal ability to live and work in Ireland. Friends of the Earth Ireland adheres to Irish law that prohibits discrimination on basis of age, sexual orientation, marital status, birth, fortune, religious, philosophical or political beliefs, language, present or future state of health, disability, physical or genetic characteristics, sex, pregnancy, childbirth, maternity, change of sex, nationality, alleged race, skin colour, ancestry, national, ethnic or social origin.

Please note: The role description described set out above is not final and may be changed prior to issuing a contract to the successful candidate – following consultation with the candidate.

The working language is English, but applicants are not required to be native speakers.

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

**Contract duration:** This is an 18-month fixed-term contract. The future of the post will depend on available organisational funding.

**Hours per week:** This is a part-time post, between 17.5 hours and 28 hours per week (2.5 and 4 days a week). The exact hours will be agreed with the successful candidate.

**Location:** The position is based in our office in Mount Street Upper in Dublin 2, however throughout the Covid pandemic and beyond we will continue to facilitate remote working in so far as practicable. The post-holder will need to be willing and able to be in Dublin for certain meetings and activities as required.

**Annual Leave:** Full-time employees get 25 days paid annual leave a year.

**Salary:** The post is on our Programme Officer payscale, with incremental pay increases every 12 months. The starting *fulltime* gross annual salary for this post is between €28,420 and €31,634, depending on experience. As a part-time post the salary will be pro-rata.

**To Apply:** Send your CV with a 1-page cover letter to [jobs@foe.ie](mailto:jobs@foe.ie) by 23.59 on 20<sup>th</sup> April – please include the role title in the subject of your email. We regret to inform you that we may not in a position to respond to all candidates and can only guarantee a response to shortlisted candidates.

### **The Protection & Safeguarding of Children and Vulnerable Adults**

Friends of the Earth Ireland has adopted a policy to protect and safeguard the welfare of young people. The post holder will be required to follow this policy at all times and any offer of employment may be contingent on Garda Vetting and Reference Checks. A copy of the organisations [Safeguarding and Child Protection Policy and Vetting Policy](#) is available for review on our website.

*All documentation received by Friends of the Earth will be processed in accordance with the Data Protection Acts, 1988 and 2003 General Data Protection Regulation (GDPR; 2018). The information will only be used by Friends of the Earth in the processing of job applications and for ongoing administrative purposes with job candidates.*