

Role Specification

Title: Communications Specialist (Assistant Manager)

Contract: Temporary, 6 months

Grade: 7

Reporting to: Manager, Communications and Branding

Location: SOLAS, Block 1, Castleforbes House, Castleforbes Road, Dublin 1

Ref: 642

Closing Date: Wednesday, 23 September 2026 at 12 (noon)

Role Summary

Applications are invited for the role of Communications Specialist who will report directly to the Manager of Communications and Branding. The successful candidate will play a leadership role in the delivery of both internal and external branding and communications activity for SOLAS and the wider Further Education and Training Sector.

Key Tasks/Responsibilities:

- Leading role in the development and implementation of the SOLAS Communications and Branding Strategy.
- Plan and execute effective communications and branding campaigns that promote an appreciation of the value of further education and training.
- Carry out research, monitor and measure the effectiveness of SOLAS' communication activity.
- Proactively manage cross divisional working relationships with all SOLAS Business Units.
- Manage effective liaison, stakeholder engagement, networking and relationship-building with key stakeholders including ETBs, other FET and education providers, Government Departments, key influencers, representative groups, employers, media and opinion leaders.

- Plan, coordinate and deliver strategic communications events and resources that support the achievement of SOLAS' objectives and raise the profile of FET.
- Day-to-day management of a busy team with multiple work streams including line management of team members.
- Management of multiple key supplier relationships that support SOLAS' communications activities.
- Oversee the management of SOLAS' digital media presence e.g. SOLAS websites and Social Media sites such as LinkedIn, Twitter, Facebook, YouTube, Instagram.
- Management of the Communications budget and procurement activities.
- Provide support and monitor the implementation of internal communications plans for SOLAS.
- Media liaison and monitoring, development and issuing of press releases.
- Work collaboratively with all units within the organisation to ensure that SOLAS' governance objectives are met including FOI, parliamentary liaison functions and managing the publication of the annual report.

Essential Requirements

- Relevant third level qualification or equivalent knowledge gained through work experience
- A minimum of three years' relevant experience working in communications, marketing, public relations, media, digital communications or a related area.
- Proven experience of developing, delivering and evaluating communications campaigns across multiple channels.
- Proven experience of planning, delivering and evaluating communications campaigns across multiple channels, including digital, media, stakeholder and/or internal communications channels.
- Demonstrated experience of stakeholder engagement and relationship management, including working with internal teams and external partners, agencies, suppliers or representative bodies.
- Experience of managing or coordinating multiple projects/workstreams simultaneously, including setting priorities, managing timelines and delivering outputs to deadline.
- Experience of developing written communications for different audiences and channels, such as press releases, web content, social media content, briefings, reports, newsletters or speeches.
- Experience of using data, insights or analytics to inform communications activity and assess impact.
- Excellent oral and written English communications skills including demonstrated experience in researching, writing, editing, proof-reading and developing content for a diverse range of communications channels and platforms is essential.

- Proven experience of dealing with multiple demands, competing priorities and meeting tight deadlines is essential.
- Experience of managing relationships with external suppliers, agencies or service providers to deliver communications outputs or projects.
- Demonstrated ability to lead and actively work as part of a team.
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- Experience in motivating team members and delegating effectively.
- Excellent IT skills and experience of working with social media and web content management and analytical tools.

Desirable

- A relevant Further Education and Training (FET) third level qualification.
- Experience of working in or with the public sector, education, further education and training, skills, employment, or another policy-led environment.
- Experience of budget monitoring, procurement processes or contract management.
- Experience of supporting corporate, governance or statutory communications, such as annual reports, parliamentary/ministerial briefings, FOI-related material or corporate publications.