

## Role Specification

<b>Title:</b>	Communications Officer - Branding and Communications
<b>Grade:</b>	8
<b>Reporting to:</b>	Communications Specialist (G7), Branding and Communications
<b>Location:</b>	Block 1, Castleforbes House, Castleforbes Road, Dublin 1
<b>No. of Posts:</b>	2
<b>Reference No.:</b>	<b>333</b>

### The Role

Applications are invited for the roles of Communications Officers, Grade 8, (2 Posts) – Branding and Communications who will report directly to the Grade 7 Communications Specialist in the Communications, Branding and FET Strategy Implementation directorate. As part of the Communications and Branding team, the successful candidates will play a key role in the development and delivery of both internal and external branding and communications campaigns and activity for SOLAS and the wider Further Education and Training Sector.

### Key Responsibilities:

- Contribute to the development, implementation and monitoring of the SOLAS Communications and Branding Strategy.
- Project manage communications and branding campaigns that promote an appreciation of the value of further education and training.
- Idea generation and identification of new opportunities to increase awareness and tell the story of FET to key audiences.
- Research and develop content for social and digital channels such as video, infographics, podcasts, promotional print and online materials.
- Produce high quality communications materials including publications, press releases, briefing papers, newsletters and presentations.
- Plan, coordinate and deliver strategic communications events that support the achievement of SOLAS' objectives and raise the profile of FET (both online and in person events).
- Work with external agencies that support SOLAS' communications activities including graphic design, advertising and PR and event management agencies.
- Management of procurement aspects of projects in line with SOLAS procurement procedures.
- Media liaison and monitoring, development and issuing of press releases.
- Provide support and monitor the implementation of internal communications plans for SOLAS.
- Proactively develop cross divisional working relationships with all SOLAS Business Units and advise and support internal teams on communications requirements.
- Manage effective relationships with key stakeholders including ETBs, other FET and education providers, Government Departments, key influencers, representative groups, employers, media and opinion leaders.

- Work as part of a busy team with multiple work streams.
- 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**

- The successful candidates must demonstrate their ability to be a creative thinker that can implement ideas from inception to execution.
- Experience of working in the area of communications or marketing coupled with proven experience of developing and implementing communications campaigns.
- Excellent oral, written and digital 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 and competing priorities and meeting tight deadlines is essential.
- Effective presentation skills.
- Excellent IT skills and experience of working with social media and web content management and analytical tools.
- A proven record of executing digital communications strategies including websites, podcast etc.
- A relevant Further Education and Training or third level qualification.