



Role Specification

Title: Communications Specialist

Grade: 7

Reporting to: Director of Branding, Communications and FET Strategy Implementation

Ref: 319

Role Summary

Applications are invited for the role of Communications Specialist who will report directly to unit Director of Director of Branding, Communications and FET Strategy Implementation. 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 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
- 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

- Substantial experience of working in the area of communications or marketing coupled with proven experience of developing and implementing communications campaigns.
- 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 and competing priorities and meeting tight deadlines is essential.
- Demonstrated ability to lead and actively work as part of a team.
- Experience in motivating team members and delegating effectively.
- A relevant Further Education and Training or third level qualification.
- Excellent IT skills and experience of working with social media and web content management and analytical tools.