

Role Specification

Title: Manager
Grade: 6
Unit: Branding, Communication & FET Strategy Implementation
Reporting to: Director
Location: SOLAS, Block 1, Castleforbes House, Castleforbes Road, Dublin 1
Ref: 636

Closing date for completed applications is Thursday, 06 August 2026 at 12.00pm (Noon)

Role Summary

SOLAS is seeking to recruit a Branding and Communications Manager who will report directly to the Director of Branding, Communications and FET Strategy Implementation. The successful candidate will be expected to develop, deliver and implement a comprehensive communications and branding plan for a dynamic and collaborative organisation and sector. The successful candidate will be a self-starter who demonstrates initiative, creativity and leadership. They will be able to work in a cross organisational way and with a national network of partner organisations including the Education and Training Boards.

Key Tasks/Responsibilities:

- Supporting the implementation of the new ***Further Education and Training (FET) Strategy 2026-2030, Creating Futures***, through the delivery of effective communication and branding activities.
- Devising and implementing a comprehensive strategic communication and branding plan that will build upon the overall awareness of SOLAS and the wider Further Education and Training sector encompassing stakeholder management, social media, media relations, marketing, branding and public relations.
- Developing and embedding a framework to manage multiple brands that are aligned with Further Education and Training programmes including Adult Literacy for Life (ALL), Construction programmes such as Safe Pass, Green Skills, the FET College of the Future and thisisfet.
- Planning and executing effective communications and branding campaigns that promote an appreciation of the value of further education and training.
- Working with FET providers to establish a network of communications and branding partners that will ensure consistency across marketing activity both nationally and locally.
- Designing and implementing a new approach to SOLAS' online presence that will support website enhancement and rationalisation and deliver a consistent content management model across all SOLAS sites and social media platforms.
- Assuming responsibility for keeping abreast of new developments, legislative requirements, and emerging trends and applying them appropriately in SOLAS including the Official Languages Amendment Act 2021.
- Managing media relations, devising media campaigns for business units, preparation of press releases and dealing with media enquiries.
- Establishing and managing multiple key supplier relationships that support SOLAS' communications and branding activities.

- Carrying out research, monitoring and measuring the effectiveness of SOLAS' communications and marketing activity.
- Proactively managing cross divisional working relationships with all SOLAS Business Units.

Essential Requirements

- Five years+ of professional experience in communications or marketing, along with a demonstrated track record in creating and executing branding and communication strategies.
- Five years+ management experience in a strategic capacity, including leading and managing inter-disciplinary teams, with demonstrable success achieved.
- Five years+ track record of achievement and expertise in the delivery of communications and branding campaigns.
- Excellent communication and interpersonal skills with the ability to lead and influence stakeholders on communications and dissemination issues.
- Demonstrated ability to lead and actively work as part of a team.
- Proven experience of dealing with multiple demands and competing priorities and meeting tight deadlines is essential.
- Strong oral and written communication skills with an ability to deliver in an articulate and impactful manner along with understanding of communicating complex information with an ability to add value and deliver key messages appropriately.
- Excellent IT skills and experience of working with social media and web content management and analytical tools.
- A relevant Further Education and Training or third level qualification.