

2024

Women's Aid Recruitment Pack

Strategic
Communications
Officer

Women's  Aid

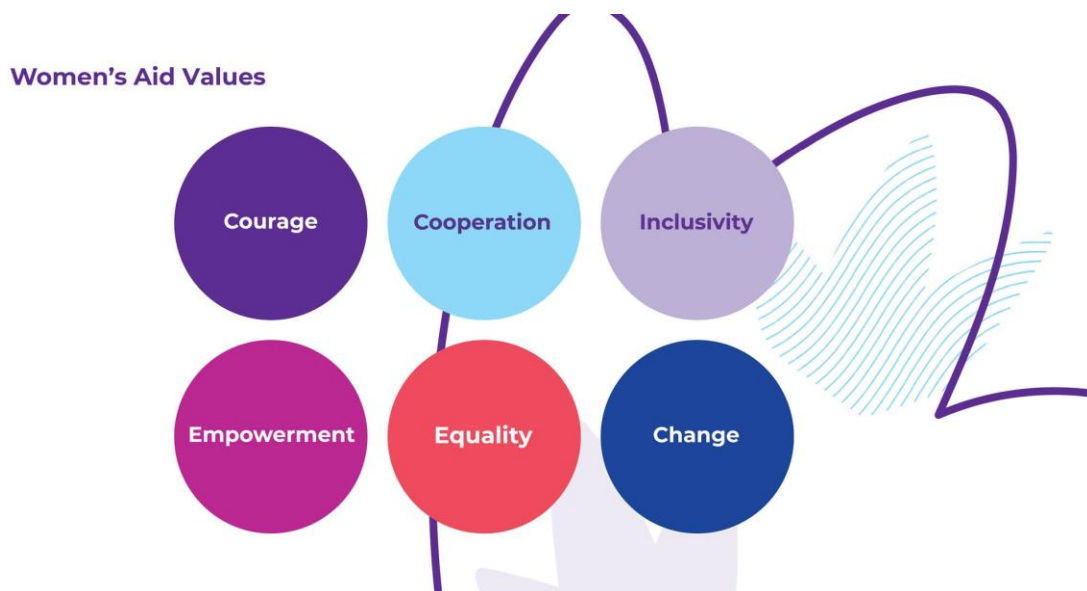


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About Women's Aid

Women's Aid is a national, feminist organisation working to prevent and address the impact of domestic violence and abuse. We do this by advocating, influencing, training, and campaigning for effective responses to reduce the scale and impacts of domestic abuse on women and children and providing high quality, specialised, integrated, support services.



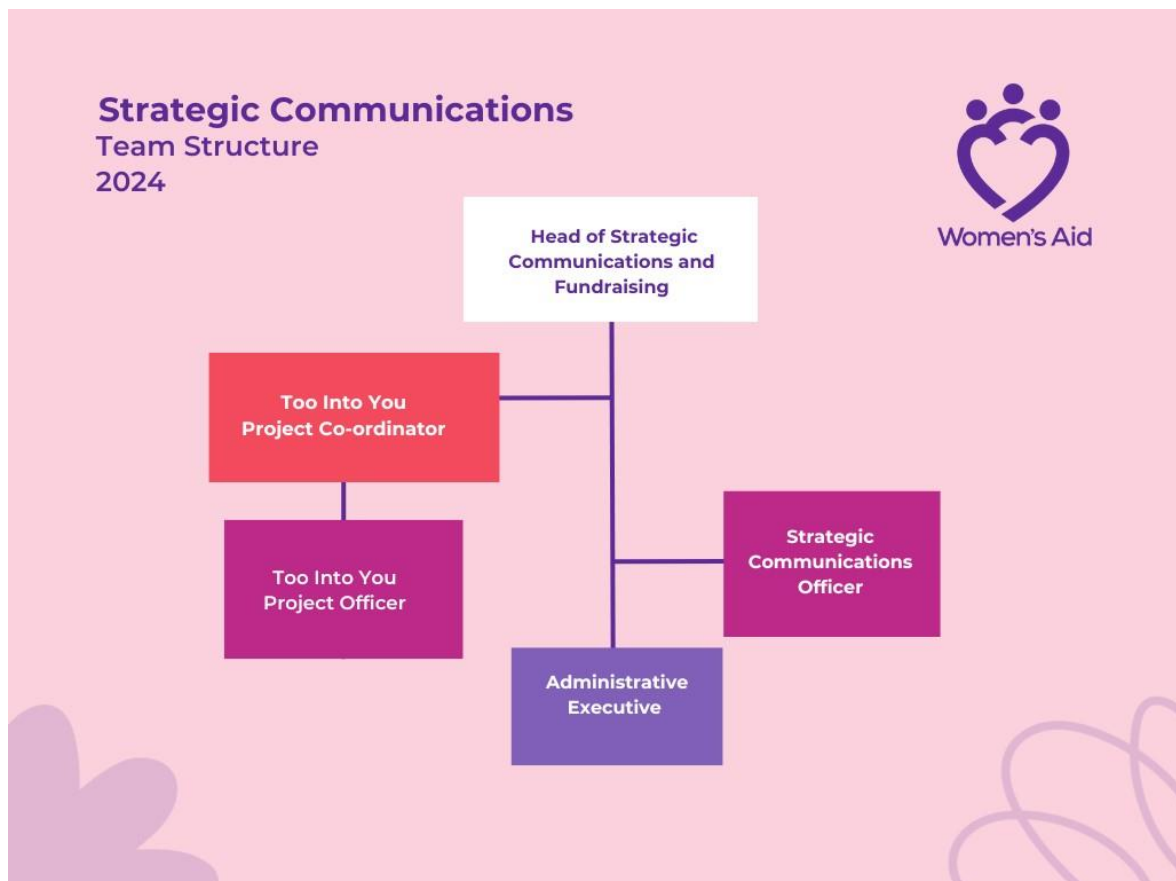
Our vision is an equal Ireland with zero tolerance of all forms of violence against women, including domestic abuse. For more information read our [Women's Aid Statement of Strategy 2022-2024](#).

About the Strategic Communications Team

The Strategic Communications team sits within the Strategic Communications and Fundraising Department at Women's Aid. The strategic communications are a **strong, dynamic, positive, fast paced team** which leads the way in raising awareness and providing information on domestic violence and abuse to victims and survivors, their families and friends, their communities and wider society. Our annual public awareness initiatives and communications activities,

such as the Too Into You and 16 Days of Action campaigns, are a vital way to highlight the prevalence, nature and impact of domestic violence and abuse, intimate relationship abuse and femicide. We also provide solution-based recommendations on improving preventions, legal responses, policies, and protections to support women and children subjected to domestic violence and abuse, and we bring their concerns to international, national, and local fora. We also carry out strategic research to support evidence-based responses to domestic abuse.

Strategic Communications Team Structure



Benefits of Working with Women's Aid

- **Annual Leave:** Annual leave entitlement is 25 days per annum pro rata.
- **Privilege Days:** Good Friday and Christmas Eve.
- **Pension:** Women's Aid operates a contributory pension scheme which all employees may join after 6 months in the organisation.
- **Maternity Leave:** Women's Aid will pay full salary (less Social Welfare benefits) for the period of the 26 weeks paid leave (subject to 1+ year service).
- **Parents' Leave:** 7 weeks' leave topped up to full salary during the first 2 years of a child's life, or in the case of adoption, within 2 years of the placement of the child with the family for eligible employees.
- **Employee Assistance Programme:** Women's Aid provides an extensive employee assistance programme.
- **VHI:** Women's Aid operates a group VHI scheme which you may join.
- **Death in Service Benefit:** Available for all employees to the value of 2 years' salary.
- **Health Services Staffs Credit Union:** Employees of Women's Aid may join the Health Services Staffs Credit Union.
- **Trade Union Membership:** The staff of Women's Aid has an option of joining the recognised representative Trade Union Forsa.
- **Training Allowance:** Annual allowance for staff members to undertake training to enhance skills and expertise (subject to budget availability).
- **Travel Supports:** Bike-to-work schemes and tax saver commuter tickets.
- We also offer a range of other supports, including paid leave for employees experiencing **menopause, problematic periods** or subject to **domestic abuse**.
- **Equality and Diversity:** Women's Aid is committed to the promotion of equal opportunities and cultural diversity.

About the Role

- **Reference:** SCO2024 (please cite in all communications with Women's Aid).
- **Reports to:** Women's Aid Head of Strategic Communications and Fundraising.
- **Contract:** Full time, permanent contract.
- **Hours:** Full-time. Women's Aid's full-time working week is 35 hours (excluding lunch). Core working hours are ordinarily between 8am and 6pm Monday to Friday, unless a role requires different contracted hours. Flexibility may be required.
- **Location:** Primarily based at Women's Aid head office in Dublin. Women's Aid operates a Hybrid Working Policy and a % of hybrid working will be considered upon application.
- **Salary:** The starting rate for this role is circa €33,440 - €39,000. This role sits on the Women's Aid Strategic Comms Officer Pay Band €33,440 - €45,240 (rate commensurate to relevant experience, in line with company remuneration policy).

Purpose of the Role

We are seeking a positive, pro-active, and motivated team player to support the smooth and efficient running of the Strategic Communications function at Women's Aid.

Duties and Responsibilities

- Support the delivery of local and national public awareness campaigns.
- Actively input into the social media activity for Women's Aid – including mapping of social media calendars, content creation, scheduling of content, monitoring, and analytics.
- Assist in the maintenance and promotion of the Women's Aid website.
- Research, collate data for and co-ordinate the production of Women's Aid's Annual Impact Report.

- Co-ordinate an email programme for external stakeholders.
- Assist in responding to and initiating media coverage of Women's Aid and domestic violence, including drafting press releases and opinion pieces.
- Have responsibility for monitoring media for relevant articles and sharing internally.
- Assist with logistical work surrounding external events.
- Ensure the timely acquisition and maintenance of up-to-date internal and external statistical information in relation to gender-based violence.
- Support the development, distribution and archival of policy submissions, legislative proposals, reports and papers. This involves working closely with Head of Department, the CEO and our external policy consultant.
- Provide support in meetings with government officials and policy makers.
- Act as Secretariat to Women's Aid Research Projects Advisory Committees.
- Assist with consultations with relevant groups and survivors of domestic violence.
- Relevant liaising with relevant agencies, groups and individuals regarding the issue.
- Support the collection and dissemination of data and research relevant to the Women's Aid policy objectives.
- Represent Women's Aid on national and local fora, when required.
- Gather and submit quarterly lobbying returns to the Register of Lobbying.
- Attend team meetings with other departments in Women's Aid to gather gain insight into the frontline work and to update them on changes in the political and legislative landscape.
- Support the curation of the Women's Aid library and e-resources.

Other Duties:

- Attendance at organisational, team and one to one supervision meetings with Line Manager as scheduled.

- To attend internal and external training and events as required.
- To perform other duties appropriate to the job as may be assigned from time to time by Department Head.
- Promote the overall aims and values of Women's Aid.

Competencies and Skills

Essential

- At least 2 years relevant experience in the NGO sector, preferably in a policy, communications or campaigning role.
- Strong understanding of the dynamics of domestic, sexual and gender-based violence.
- 3rd level qualification in relevant field (e.g. Politics, Social Policy, Gender/Women's Studies, Human Rights Law).
- Experience in supporting policy and advocacy campaigns.
- Demonstrated experience in website editing and creation of social media content and email marketing including experience with platforms (such as Mailchimp, Hootsuite, WordPress).
- Good research and analytical skills including editing and proofing skills.
- Excellent organisational and office skills and demonstrable time management skills.
- Excellent communication skills (written and oral).
- Excellent attention to detail.
- Experience of administrative systems including MS Office.
- Be enthusiastic and motivated; self-starter with the ability to work in a fast-paced environment.
- Knowledge of the policy environment within which Irish NGOs operate.
- Proven record of delivering on objectives.

Desirable Criteria:

- Proven project management skills.

- Good knowledge of legislation and policy (domestic and international) that relates to the prevention of violence against women and girls.

How to Apply

Application Form: Application forms, clearly referenced SCO2024 in the subject line, should be sent by email only to Colm Redmond at colm.redmond@womensaid.ie

Please note that only application forms are accepted. CVs will not be considered.

Closing date: 12 pm, Friday 6th September 2024.

Interview schedule: It is anticipated that first round interviews will be held on Thursday 19th September 2024 at 5 Wilton Place, Dublin 2.