

Job title:	Job Description – Communications Manager
Location:	Central Hotel Chambers, Dame Court, Dublin 2.
Responsible/Reporting to:	CEO
Job purpose:	Leader in the development and implementation of all communication activities for and on behalf of HAIL
Salary Scale:	Circa €55,000
Job Information:	Permanent full-time post 35 hours per week, 9.00am – 5.00pm, Monday to Friday

HAIL - Approved Housing Body with 430+ properties in Greater Dublin and the Midlands

HAIL’s mission is to provide housing and individually tailored support services to tenants and clients with enduring mental health difficulties. Our core work seeks to provide a safe and secure home for our tenants, helping them to live independently and to become part of their community.

“Once you have your own place, your own front door, everything starts to make sense”

We are immensely proud of the reputation we have earned for excellence in the care and support of individuals with enduring mental health difficulties and are driven by the positive impact that it can have in the lives of our clients.

“HAIL has been the cornerstone of my wellness. If I didn’t have it, where would I be?”

Our vision is to be the **provider of choice** for housing and support for people with mental health difficulties, enabling them to live independently by having secure, quality, affordable accommodation and support services tailored to their needs.

Job Purpose Summary

The primary function of this role is to lead and manage the implementation of all communication activities for the organisation. This strategic role will include managing HAIL’s internal and external communications, liaising with funders, partners and stakeholders, organising events and supporting the preparation of communications outputs (e.g. PR, social media, articles, videos, digital content, newsletters, etc).

Key Role and responsibilities

1. Communications

Strategy & Plan

- Lead development and implementation of HAIL’s Communication Strategy & plan

- Proactively create opportunities to promote HAIL

PR, Media & Event Management

- Develop and maintain strong relationships with broadcast and print media, in order to raise HAIL's profile and expand its media attention in a manner that respects the privacy of HAIL's tenants and clients.
- Liaise with the media, draft and issue press releases as required.
- Represent HAIL at events and in the media and/or identify suitable spokespersons from within the organisation and assist with their interview preparation.
- Support HAIL tenants and clients to tell their stories to the media through training and mentoring.
- Manage events that involve the celebration and/or promotion of the work of HAIL.

Website & Social Media Management

- Develop and maintain HAIL's online presence via the website and various social media platforms.

Stakeholder Management

- Assist the CEO and Management Team in raising the profile of HAIL with key funders and stakeholders in the areas of housing development and mental health.
- In conjunction with all services within HAIL, develop and maintain a list of stakeholders and other personnel, who are relevant to HAIL's strategic objectives.

Annual Report & Newsletters

- Work with colleagues in developing and managing the content of publications such as the Annual Report, newsletters and other branding materials, from initial concept through to production and distribution

Brand Management & Messaging

- Take a lead role and support other staff in the development of HAIL's core communications message to external agencies.
- Oversee HAIL's branding and ensure consistency of the use of the brand.

Internal Communications

- Lead the internal staff communications group and manage internal communications including the quarterly staff newsletter.

Performance Tracking & Measurement

- Monitor and evaluate all communications activity, reporting evidence of impact and making recommendations for future work.

Other

- Keep abreast of housing and mental health policies that affect HAIL's work.

- To undertake such other duties as might be reasonably assigned from time to time in consultation with your Manager.

2. Organisational and Managerial

- Contribute to the business planning and strategic planning process
- Actively contribute at senior management level in developing and delivering organisational strategy and assisting HAIL deliver on the aims and objectives of the organisation, and as a member of extended management team
- Ensure compliance with legal and regulatory requirements by keeping up to date with relevant legislation changes and creating or amending HAIL policies and procedures as required.
- Report as required to the Board and its Committees
- Ensure the adherence to and implementation of Health & Safety and Risk policies within the Communications Section
- Budget management/budget setting and financial planning for the Communications Section

Personal Specification

Key requirements for the position of Communications Manager are:

Professional Requirements

- A relevant third level qualification in marketing, communications, journalism, PR or equivalent field

Experience, Knowledge & Skills

The Applicant must have proficient experience, knowledge and skills in the following areas to be deemed suitable for this position.

- At least five years relevant work experience in the area of communications;
- Experience of leading and managing communications projects;
- Good knowledge of the not for profit/charity sector. It would be desirable, but not essential, to have experience working in a housing and/or mental health environment;
- Excellent communications and interpersonal skills;
- Motivated, energetic and results driven;
- Team player, with the confidence to take the lead and guide other staff;
- Excellent writing skills;
- Experience in working on campaigns using traditional and digital marketing tactics;
- Excellent organisational skills;
- Excellent IT skills with experience developing websites and social networking for organisational objectives;
- Experience in evaluating communications activity and reporting evidence of impact;
- Ability to monitor and respond to changes in the sector, and maximise new opportunities;
- Creativity and an ability to generate engaging communication messages;

- Experience in a growing and changing organisation.

Full clean Irish driving license is required.

The Conditions

The salary will be commensurate with the experience of the individual appointed and in line with the organisation's salary scale.

HAIL offers:

- Flexible working hours
- Hybrid working policy (office & home)
- 29 annual leave days plus 3 Company days (pro rata)
- Company Pension Scheme with current contributions rates of 6% employer contribution and 6% employee contribution
- Death in Service Benefit
- Health insurance for serious illness

Appointment

- This post will be filled immediately
- All contracts are subject to successful completion of a six-month probationary period

Recruitment Process

- **Please send your C.V. and letter of application to hr@hail.ie by 5pm on Friday 22 April, 2022**
- Please contact hr@hail.ie for any queries.

*Only those shortlisted for Interview and who possess the desirable and essential skills will be responded to.

HAIL is an Equal Opportunities Employer