

Green Party Job Description

Communications and Press Officer



Title: Communications and Press Officer

Reporting to: Communications Manager

Status: Full time, fixed term

Remuneration: €35k

Location: Hybrid - work from home and the Green Party Head Office at 16/17 Suffolk St, Dublin 2.

Please note that this role will require flexibility for occasional weekend and evening cover.

The Green Party is currently seeking to recruit a Communications and Press Officer to join our communications team at headquarters. Working closely with the party's Communications Manager, the successful candidate will play a key role in the party's media and PR activities, oversee the website content management and support the development of social media content, ensuring effective communication with party representatives, media and the public.

This role requires a high level of professionalism, organisation, attention to detail and excellent writing skills. It would suit a 'people person' who enjoys a diverse workload and is highly flexible and adaptable to a fast-paced working environment.

MAIN DUTIES

- Develop and issue press releases and other relevant party materials to media, working in conjunction with advisors, elected representatives, party spokespersons and other relevant stakeholders.
- Develop, foster and maintain positive and effective relationships with the media.
- Organise press events including media liaisons and coordination of photography and video.
- Support the development of social media content in alignment with party statements.
- Support the continued development of the Green Party website, leading on content generation and management in alignment with party statements.
- Work closely with elected representatives to enhance their profiles at local and national level.
- Liaise with and advise, where appropriate, spokespersons and other party stakeholders on news developments, and contribute to party responses and statements.
- Prepare speaking points on key issues, consistent with party policy, in advance of media appearances.
- Provide media support and guidance, where needed, to party representatives, including assisting in the organisation of media training.
- Track, analyse and report on media activity across communications channels.
- Maintain and update press office contacts, records and files.
- Support the broader party headquarters team with the development of written material, ensuring outputs align with party messaging and house style.
- Engage and assist with communication strategy development and delivery.
- Support the communications team in other areas, as required – including, but not limited to, event management and membership engagement.

SKILLS AND ATTRIBUTES

Essential qualities:

- Excellent written and verbal communications skills with scrupulous attention to detail and experience of copywriting for online and/or print.
- At least 2 years' experience working in a press officer/communications role.
- Meticulous organisational skills with strong ability to manage multiple competing priorities.
- Experience working with print, broadcast and online media and comprehensive understanding of the current media landscape in Ireland.
- Experience in relationship management and media liaisons.
- Understanding of media monitoring, reporting, identification of trends and demographic and audience segmentation.
- Familiarity with website content management systems such as WordPress or Drupal and CRM systems such as Salesforce and Mailchimp.
- Experience in content generation for social media platforms including Facebook, Twitter, Instagram and LinkedIn.
- Proficient in MS packages e.g. Word, Excel, Powerpoint, Sharepoint.
- A 'people person' who encourages positive engagement and has a proven ability to build relationships with multiple stakeholders in a diverse organisation.
- Fluency in English.

Desired qualities:

- Experience working for a political party, NGO or policy-oriented organisation.
- Demonstrable understanding of the Irish political system; including knowledge of Irish elections and political parties.
- Familiarity with image editing tools such as Canva, Adobe Creative Suite or similar.
- An interest in the fundamental principles of the Green Party. (*Green Party membership not required*)
- Fluency in the Irish language.

Qualifications

- A recognised journalism or communications qualification to NFQ level 7.

OR

- At least three years' experience in a similar or complementary role.

The Green Party is an Equal Opportunities Employer. Applications from people from diverse backgrounds are welcome and the party will provide reasonable accommodations for candidates with different abilities where appropriate, as identified through our needs assessment process.