Job Description: **Communications Manager**

The Green Party is recruiting an experienced person to replace our HQ Communications Manager. Working closely with senior leadership across the Party, the Communications Manager will be responsible for leading the HQ team’s implementation of the Green Party’s political positioning, policies, and public.

This senior management role requires a broad range of skills with proven experience of matrix management. The person should be highly flexible and adaptable to a demanding work environment, and able to identify and lead key tasks in other areas where needed, including internal systems, membership growth and election readiness.

**Title:** Communications Manager

**Responsible to:** General Secretary; Dotted line to Deputy Government Press Secretary

**Status:** Full time, fixed term

**Remuneration:** Negotiable

**Location:** Hybrid working from Green Party Head Office base at 16/17 Suffolk St, Dublin 2, national travel on monthly basis.

**Role Description**
The primary duties of the role include:

- Managing HQ Communications in support of Party membership
- Acting as the main point of contact for the Party with the media and membership
- Leading on Party messaging and media strategy

**Other Duties**

**MANAGEMENT**

- Manage and plan the work of the Communication team in conjunction with HQ staff
- Develop effective workplans for the Communication team to meet organisational goals in conjunction with HQ staff
- Monitor the performance of the Communication team to meet quarterly targets in line with HQ strategic and operational goals
- Train staff and elected officials to build capacity in media and communication skills across the Party
- Provide regular updates on Communication team workflow and targets to Party leadership, representatives and membership, including monthly updates to the Executive Committee

PRESS & MEDIA
- Act as main media point of contact including management of dedicated out of hours press phone
- Develop and issue press releases and other relevant Party materials to the media and elected representatives
- Develop, foster, and maintain positive and effective relationships with the membership and media
- Work closely with Oireachtas and government staff to support party representatives and candidates’ messaging and to enhance their profiles at local and national levels
- Support the preparation, development and review of briefs for candidates, representatives and spokespeople for media appearances
- Manage HQ Party media monitoring
- Provide guidance for Party members on communications including assisting in the organisation and presentation of press, social media, and other training
- Liaise with and advise spokespersons and other Party personnel regarding news developments and contribute to Party responses to these
- Develop and maintain a range of Press Office contacts, records, and files in support of Party communications

STRATEGIC COMMUNICATIONS
- Develop communication plans for campaigns and provide strategic communication input for wider Party planning
- Devise and implement media and communications plans for Party events and vehicles, including special and national conventions, campaigns, launches, election events and broadcasts, and membership events
- Ensure strategic and equitable access to media resources across the Green Party membership
- Build positive public awareness of Green Party goals and “wins”
- Lead on crisis communications including the implementation of risk management plans
- Work closely with the Electoral Task Force on voter research for membership growth and election readiness

DEVELOP CHANNELS
- Develop off/online channels to maximize the impact of Party messaging
- Seek out, implement and communicate emerging media trends on/offline to support Party growth and strategy
- Collaborate with Party colleagues across the membership to develop and lead effective internal communication channels
SOCIAL MEDIA AND ONLINE COMMUNICATIONS
- Oversee content creation for social media
- Ensure effective management of online channels in line with best practice
- Use data analytics to identify and communicate growth opportunities across channels to ensure value for money impact

OTHER DUTIES
- Carry out other functions, duties or tasks that may be assigned by the General Secretary
- Flexibility required for occasional weekend and evening cover

ESSENTIAL QUALITIES
- Team player who is passionate about Green Party mission and goals
- Creative, flexible and results driven
- Excellent written and verbal communication skills in English and/or Irish
- Strong understanding of the political landscape with existing relationships with press contacts
- Successful experience with diverse inter/national stakeholder management including staff line management, elected representatives, membership organisations, and a range of journalists
- Demonstrated leadership using communication analytics such as media monitoring, demographic segmentation, and trend identification to drive organisational growth
- Expertise in ICT including social media platforms, web editors, digital media design software, online advertising platforms, and telecommunication apps

PREFERRED QUALITIES
- Experience working for a political party, NGO or policy-oriented organisation
- Understanding of the Irish political system, public policy and political communication; including knowledge of Irish elections and political parties.
- Fluency in the Irish language

QUALIFICATIONS
- A recognised communications/journalism qualification to NFQ level 8
  AND/OR
- Senior leadership experience in communications with minimum of 5 years experience working with/in print, broadcast and online media

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.