



## **Communications Officer**

### **Job description**

#### **Purpose**

The IFPA Communications Officer works with the Advocacy Team to develop and implement the organisation's communications strategy, in line with the IFPA Strategic Plan.

They are responsible for media strategy, including IFPA engagement with print, broadcast, and social media, and for planning, development, and delivery of IFPA internal and external communications.

The Communications Officer reports to the Director of Advocacy and Communications.

#### **Key duties and responsibilities:**

- Collaborating with key colleagues in the strategic development and implementation of the IFPA's communications and media strategies.
- Managing all media enquiries. Drafting press releases, comments, and responses as appropriate, ensuring the correct message reaches the media in a timely manner. Building relationships with journalists and briefing and preparing IFPA spokespeople ahead of media appearances.
- Proactively generating media coverage for the organisation when appropriate.
- Monitoring media coverage of sexual and reproductive health and rights issues.
- Managing the IFPA website including changes and updates. Managing social media channels including planning and content creation.
- Ensuring quality and consistency of all IFPA internal and external communications.
- Collaborating with advocacy and clinic colleagues to develop, write, and manage the design of information resources on IFPA services.
- Drafting, proofreading, and copy editing IFPA publications and submissions, Annual Report, journal and magazine articles; reports to international networks and other content for external publication.
- Issuing regular in-house briefings.
- Developing, maintaining, and implementing IFPA branding across relevant platforms.

- Coordinating and managing logistics of IFPA events including Ministerial visits, press conferences, report launches, photo shoots, advocacy events and Irish and European health promotion campaigns.
- Maintaining close working relationships with key IFPA clinic staff.
- Representing the IFPA on relevant working groups/committees.
- Other tasks as assigned by the CEO or Director of Advocacy and Communications.

## **Person specification**

### **Experience**

- At least five years relevant employment experience (required).
- Marketing and advertising experience in the context of health promotion (desirable).
- A professional background in communications in health, social policy, human rights, or politics (desirable).

### **Education/qualifications:**

- A university degree in social sciences, humanities, health or other relevant field.
- Postgraduate degree in a relevant field (desirable).

### **Knowledge/skills/competencies**

- Knowledge, understanding, and commitment to sexual and reproductive health and rights in Ireland and globally.
- Understanding of the diverse communications needs of an organisation that both provides services and engages in policy and advocacy.
- Understanding of the media environment in Ireland.
- Excellent English and experience of writing in a range of styles for diverse audiences.
- Strong web content development and social media skills (Twitter, Facebook and Instagram) in a professional/organisational context.
- Graphic design skills, including the use of Canva (desirable).
- Strong teamwork and interpersonal skills.
- Ability to take initiative and complete tasks in an autonomous manner.
- Ability to work to tight deadlines and manage a diverse range of tasks.

### **Personal attributes**

- **Values:** a commitment to social justice, equality and human rights
- **Professionalism:** attentive to detail, highly organised, self-motivated and hard-working
- **Openness:** ability to work with a range of different IFPA teams, external interest groups, stakeholders and policy makers

- **Creative:** capacity to contribute to communications, policy discussions, processes of organisational change

## **IFPA values and behaviours**

### **The IFPA believes:**

- In full access to high quality information, education and health services regarding sex, sexuality, conception, contraception, abortion and sexually transmitted infections.
- In the right to decide freely on the number and spacing of children, so that every pregnancy is a wanted pregnancy.
- That abortion services should be accessible as early as possible and as late as necessary.
- In equal rights for all people and their empowerment in obtaining full participation in, and benefit from, social, political and economic development.
- In the right to enjoy a fulfilling, positive and healthy sexual life.
- In working in alliance with all those who share our aims and in co-operation with interested governmental and non-governmental bodies.
- In high performance, ethical standards and transparency throughout our organisation.

### **The IFPA expects all staff:**

- To work together to demonstrate ethical, professional behaviours at all times.
- To communicate with honesty, openness, and be inclusive of ideas and opinions from all colleagues when making decisions.
- To be accountable for their actions and act with professionalism and integrity so that all contributions are recognised and valued.
- To value genuine and long-term relationships so that innovation is encouraged and respect and diversity are valued as vital to success.  
To evolve as an inclusive, 'can do' team environment where all staff bring their skills, competencies, passion and creativity to our ongoing work of change and restoration.

## **Salary**

€32,000 to €37,000 per annum, subject to relevant employment experience.