

Communications Officer: Information booklet

National Adult Literacy Agency

The National Adult Literacy Agency (NALA) is recruiting a Communications Officer.

We are looking for a motivated, energetic and results driven team player to join our organisation and help us to achieve our vision.

The Communications Officer will play an important role in the development and management of all communications activities carried out by NALA.

The ideal candidate will have experience in communications, using traditional and digital marketing tactics and excellent writing skills.

This is a varied and interesting role and it will provide a great opportunity for career development in Communications in the voluntary sector.

To apply for this position you must complete [this job application form](#) and send it and a CV to recruitment@nala.ie by **5pm Wednesday 25 March 2020**.

The National Adult Literacy Agency is an equal opportunity employer.

At the moment, we do not require the assistance of recruitment agencies to fill our vacancies.

Summary

Title: Communications Officer

Reports to: Communications Manager

Location: Dublin

Contract: Full time contract, 35 hours a week

Salary: Administrative Officer standard scale ranging from €31,000 to €51,000

Application process: CV and complete [this job application form](#).

Closing date: 5pm Wednesday 25 March 2020

Questions: Email any questions to recruitment@nala.ie or call 01 412 7900.

About the National Adult Literacy Agency

The National Adult Literacy Agency (NALA) is a charity committed to making sure people with literacy and numeracy difficulties can fully take part in society. According to the last international survey, one in six people has a literacy difficulty in Ireland. One in four people has a problem with numeracy.

Unmet adult literacy and numeracy needs have devastating consequences for individuals, communities and the economy. People at the lowest literacy and numeracy levels earn less income, have poorer health and are more likely to be unemployed.

Since we were set up by volunteers in 1980, we have been a leading campaigning and lobbying force on adult literacy issues. We have been involved in national policy, tutor training and teaching resources, research and campaigns to support people with literacy and numeracy difficulties.

See www.nala.ie for more information.

About the role

The Communications Officer will work closely with the Communications Manager to develop and implement NALA's internal and external communications strategy.

The Communications Officer's role will include:

- Writing and managing publications from initial concept through to production and distribution. This includes information leaflets, research reports, annual reports, magazines and e-zines.
- Managing and publishing all NALA's online content, using agreed content strategy.
- Working closely with staff to source, write and tailor information for different audiences and platforms, including traditional and social media.
- Supporting the roll out of national awareness campaigns, using traditional and digital marketing tactics, to promote available learning opportunities.
- Developing and managing campaigns to promote plain English and other core objectives in NALA's strategic plan.
- Organising and promoting National Literacy Awareness Week, International Literacy Day, and other NALA events and activities as required.
- Translating the activities of NALA to a wide audience through monitoring media for possible campaigning angles, writing press releases and securing regular coverage of NALA issues and work.
- Proactively building network of contacts in national print and broadcast media to secure regular interviews and answering media queries.
- Developing and implementing an online strategy to maximise NALA's online presence including use of social media, facebook, twitter, youtube.
- Representing the views of NALA with key stakeholders and literacy networks.
- Progressing and managing CSR activity to secure extra funding.
- Monitoring and evaluating all communications activity, reporting evidence of impact and making recommendations for future work.

Requirements, knowledge, skills and experience

- A relevant third level qualification in either communications, journalism, public relations or equivalent field
- At least three years' relevant work experience in the area of communications, public relations, public affairs or journalism in the public, private or NGO sector
- Excellent writing skills
- Experience publishing online content
- Experience working on awareness campaigns using traditional and digital marketing tactics
- Knowledge and experience in working with the Irish media and securing coverage at national, local and sectoral levels
- Experience using social media and digital marketing tactics to raise awareness of an issue or product
- Experience evaluating communications activity and reporting evidence of impact
- Excellent communications and interpersonal skills
- Motivated, energetic and results driven
- Team player, with the confidence to take the lead and guide other staff
- Strong computer and technical skills and can pick up new tools and skills quickly
- Strong project management and organisational skills
- Ability to monitor and respond to changes in the sector – and maximise new opportunities
- Flexibility to undertake other duties to support NALA's strategic objectives and staff when required

Desirable but not essential

- A qualification in digital marketing
- Experience in adult literacy and or education sector
- A full driving licence

Recruitment process

The National Adult Literacy Agency is recruiting for this position.

How to Apply

Applicants should submit a CV and [completed application form](#) to recruitment@nala.ie

The Application Form allows applicants to detail their qualifications, skills and experience and how they meet the essential requirements and personal attributes of the post.

Please note: Only applications submitted on the official application form will be considered. The application form is available on the National Adult Literacy Agency's website www.nala.ie

Closing Date

The closing date for receipt of applications is **5pm Wednesday 25 March 2020**.

All applications will be acknowledged. If you do not receive an acknowledgement within 5 days of applying please email recruitment@nala.ie

Requirements, knowledge, skills and experience

Candidates will be required to possess all the essential requirements, knowledge, skills and experience required for the position. They will be requested to demonstrate this both in the application form and, if shortlisted, by interview.

Health

Candidates must be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

Selection Process

The selection process may include the shortlisting of candidates on the basis of the application form and will include an interview.

Shortlisting

A shortlisting process will involve a panel that will select candidates for interview who, based on an examination of the application form and assessed against the essential requirements and personal attributes required, appear to be the most suitable for the position. Shortlisted candidates may be required to submit further information prior to the interview.

Interview

Candidates who are shortlisted will be called for interview by a panel. The interview will focus on how the candidate meets the essential requirements and personal attributes of the post and their career and experience to date. If required, candidates may be called for a second interview and or asked to complete a short task based test. Further information will be provided on this in advance of the interview.

Note: It is expected that interviews will be held on the week beginning 30 March 2020. Candidates will be notified of interview dates and arrangements at the earliest opportunity. The onus will be on candidates to make themselves available for interview as advised.

Deeming of candidature to be withdrawn

Candidates who do not attend for interview as required or who do not, when requested, furnish such evidence as the National Adult Literacy Agency requires, in regard to any matter relevant to their candidature, will have no further claim to consideration.

Candidate Feedback

Feedback will be provided on written request.

Confidentiality

Please note that all personal data shall be treated as confidential in accordance with the Data Protection Acts 1988 to 2018.

Candidates should note canvassing will disqualify.

Summary of conditions of service

Pay

The current scale for Administrative Officer is €31,619 €34,420 €38,004 €40,734 €43,463 €46,202 €48,930 €51,653 (€53,532 after three years at the maximum; €55,415 after six years at the maximum). Candidates should note that entry will be at the minimum of the scale or negotiated depending on the candidate's current salary.

Tenure and probation

The position is offered initially on a 12 months fixed term basis. A probationary period of 6 months will apply from the date of commencement of employment.

Duties

The officer will be required to perform any duties appropriate to the position which may be assigned from time to time. The position is full time and the officer may not engage in private practice or be connected with any outside business which would interfere with the performance of official duties.

Headquarters

The post will be located in the National Adult Literacy Agency, Sandford Lodge, Sandford Close, Dublin 6.

Hours of attendance

Hours of attendance will amount, on average, to not less than 35 hours per week.

Annual Leave

Annual leave will be 22 days a year. This allowance, which is subject to the usual conditions regarding the granting of annual leave, is on the basis of a five-day week and is exclusive of the usual public holidays.

IMPORTANT NOTICE

The above represents the principal conditions of service and is not intended to be the comprehensive list of all terms and conditions of employment which will be set out in the employment contract to be agreed with the successful candidate.