

Communications, Advocacy and Outreach Manager

Hiring booklet

Deadline for applications:

5pm, Wednesday 15 March 2023



National Adult Literacy Agency
Áisíneacht Náisiúnta Litearthachta do Aosaigh

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1. About the National Adult Literacy Agency (NALA)

The National Adult Literacy Agency (NALA) is a registered charity committed to ensuring that people with unmet literacy, numeracy and digital skills needs can fully take part in society.

The OECD Adult Skills Survey¹ shows that 18% or about one in six Irish adults are at or below level 1 on a five-level literacy scale. At this level a person may be unable to understand basic written information.

25% or one in four Irish adults score at or below level 1 for numeracy. At this level a person may struggle with doing simple math calculations. 42% of Irish adults score at or below level 1 on using technology to solve problems and accomplish tasks.

These unmet 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 these unmet needs.

We are an equal opportunity employer.

See www.nala.ie for more information.

¹ For this survey the Central Statistics Office (CSO) assessed 6,000 people aged 16 – 65 in Ireland. The survey was done in 2012 and the results were announced in 2013.

2. About the position

We are recruiting a Communications, Advocacy and Outreach Manager to help us achieve our vision.

Our vision is an Ireland where:

- adult literacy is a human right,
- everyone can develop their literacy, numeracy and digital skills, and
- everyone can take part fully in society.

The successful candidate will be a key member of NALA's management team and will play a pivotal role in leading a team to:

- raise awareness of adult literacy, numeracy and digital literacy in Ireland,
- promote learning services and opportunities,
- make it easier for people to develop their skills,
- oversee outreach work with priority groups,
- ensure organisations respond appropriately to people with unmet needs, and
- secure more resources to meet those needs.

This is an exciting opportunity to make a difference. We are looking for a motivated, energetic and results driven manager that is committed to:

- empowering people to gain the necessary skills to take part fully in society, and
- ensuring organisations and public policy take account of, and respond to, unmet literacy, numeracy and digital skills needs.

2.1 Responsibilities and reporting relationship

Leadership

- Collaborate with NALA's management team on NALA's strategic planning and delivery to:
 - ensure the maintenance of NALA's values,
 - fulfil NALA's mission and strategic objectives,
 - capitalise on opportunities, and
 - resolve challenges.
- Manage the Communications, Advocacy and Outreach Team which currently comprises 6 members of staff.
- Develop and nurture team members and conduct performance management and development reviews.
- Evaluate progress and results and agree revised actions where required.
- Represent NALA at various national and international fora.

Communications, Advocacy and Outreach

- Develop, implement and evaluate an annual communications, advocacy and outreach strategy to meet the objectives in NALA's strategic plan.
- Communicate NALA's activities and impact with NALA's stakeholders, including regular communications to members.
- Strategically develop, manage, monitor and evaluate NALA's websites, online platforms, evolving digital channels, brand identity, publications, stakeholder and media relations.
- Manage all media queries and act as media spokesperson.
- Strategically develop, manage and monitor NALA's events, outreach projects and activities to ensure maximum reach to individuals with unmet literacy, numeracy and digital needs and organisations that interact with and support those individuals.
- Proactively engage across the public and private sector to promote literacy friendly services and processes.
- Run campaigns to encourage people to improve their literacy, numeracy and digital literacy and raise awareness of Education and Training Boards and other services.

- Source and coordinate the creation of literacy learner stories for dissemination in NALA's multi-channel communications.
- Collaborate with the Chief Executive on the cultivation and creation of strategic promotional partnerships and sponsorships.
- Oversee NALA's plain English information, editing and training service.

Learner voice

- Ensure the views of learners are heard and taken account of in the development of new policy and practices.
- Oversee programmes that enable learners to take an active role in their own personal growth and development and evaluate impact.

Research and Policy

- Collaborate with relevant NALA colleagues to collate relevant data and information on NALA's services to inform NALA's research, policy and service delivery.
- Oversee NALA's research activities.
- Keep informed of relevant research and policy developments impacting NALA's work and provide regular updates.
- Oversee the development of policy positions, drawing on research to guide the work of NALA nationally and internationally to support advocacy with other non-governmental organisations (NGOs) and government.
- Seek out and secure additional funding and opportunities to support disadvantaged groups.

Other duties as may be assigned by the Chief Executive Officer

The Communications, Advocacy and Outreach Manager will report to the Chief Executive Officer.

2.2 Qualifications and experience

The following are essential:

1. At a minimum, a level 8 qualification on the National Framework of Qualifications in any discipline or a professional qualification in a Communications related discipline;
2. Experience in managing communications, advocacy and, or outreach work for an organisation;
3. Experience of managing communications including traditional and digital marketing campaigns, media relations, social media, digital content development, branding, large scale event management and public relations;
4. Excellent interpersonal skills with the ability to network, build relationships and engage effectively with, and influence, stakeholders at all levels;
5. At least five years' experience leading and developing multi-disciplinary teams with a demonstrated ability to develop, deliver and evaluate effective programmes of work;
6. The ability to work closely with senior management and their teams to devise, design and implement communications, advocacy and outreach work to maximise their effectiveness;
7. Proven ability to deal with multiple demands and competing priorities to tight deadlines;
8. The ability to absorb new information quickly, understand complex concepts, relationships, focus on important information to make timely and sound decisions;
9. Strong research, analytical and organisational skills;
10. The ability to act as spokesperson and to manage communications on behalf of the Agency in a professional and comprehensive way with an understanding of the importance of the Agency's reputation and risk management;
11. Excellent communication skills, written and verbal, and experience in clearly and creatively communicating complex issues clearly to diverse audiences;
12. Competency in Microsoft Office (Word, Excel, Powerpoint), Teams and Sharepoint
13. Understanding and appreciation of NALA's mission and values.

The following criteria are desirable:

1. Recent experience and, or training in managing remote teams.
2. Experience of managing online platforms: Salesforce, Brightspace, Wordpress, WooCommerce, Mailchimp, Social Media and Google Business and Analytics Tools.
3. Experience in a not for profit, membership organisation and, or registered charity.
4. Experience of fundraising and, or sponsorship.
5. An understanding of the political system and public sector.

2.3 Summary of the pay and conditions

Pay: The starting salary for the position will be at a point on NALA's Assistant Principal Officer scale ranging from **€66,594 – €71,532**. Progression on the scale is subject to NALA's pay policy, satisfactory service and NALA's financial resources.

Hours: Full time, 35 hours a week.

Contract term and probation: The position is initially offered on a fixed term basis until 1 May 2026. The contract will be renewed subject to satisfactory performance and NALA's financial resources. A probationary period of 6 months will apply.

Location: Hybrid (Sandford Lodge, Ranelagh, Dublin 6 and home). **Please note:** NALA has a Hybrid Working Policy that allows you to apply to work from home up to three days and in the office for a minimum of 2 days a week. The current anchor days for the Communications Team to be in Sandford Lodge are Wednesdays and Thursdays.

Annual Leave: 22 days a year. This is exclusive of the public holidays and privilege days that NALA staff are granted at Easter (Good Friday plus two days) and Christmas (Christmas Eve and all days falling before New Year's Day)

The above represents the primary pay and conditions of service. It is not the complete list which will be included in the employment contract to be agreed with the successful applicant.

3. About our hiring process

How to apply

Applicants should email a Cover Letter and Curriculum Vitae (CV) in one document to media@nala.ie by **5pm Wednesday 15 March 2023**.

The Cover Letter and CV should be saved and emailed as one document in the following format: Last Name_First Name_NALA_Manager. For example:
Bloggs_Joe_ NALA_Manager

The cover letter should outline:

- how you think your experience and qualifications match the criteria discussed in Section 2.2 above;
- why you want to work with us and;
- what difference you think you could make.

If you do not receive an acknowledgement within 5 days of applying, please email media@nala.ie or [call 01 412 7900](tel:014127900).

Selection process

The selection process will include a shortlisting of applicants based on their cover letter and curriculum vitae (CV). Only shortlisted candidates will be called for interview. All applicants will receive an acknowledgement of their application and final notification of the outcome of their application.

Shortlisting

A shortlisting process is done by a panel of persons to select applicants for interview. The panel will review applicants' cover letters and CVs against the essential and desirable criteria. The panel will decide which applicants appear most suitable for the position and invite those applicants for interview. Shortlisted candidates may be required to submit further information before the interview.

Interview

NALA will invite shortlisted candidates to interview by a panel. The interview will explore how the candidate meets the essential and desirable criteria and their relevant experience to date. If required, candidates may be called for a second interview and or asked to complete a short task. Further information will be provided to shortlisted applicants before the interview.

Date of interview: Interviews for this position are provisionally scheduled to take place during the week of 27 March 2023. If you are shortlisted, you will be notified of interview dates and arrangements at the earliest opportunity. It will be your responsibility to make yourself available for interview as advised. If you do not attend for interview at the time agreed with NALA, your application will not be progressed.

Candidate feedback

We will provide you with feedback on your application and or interview if you submit a written request to recruitment@nala.ie.

Confidentiality

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

Canvassing will disqualify

4. Queries

Clare McNally

Communications Manager

National Adult Literacy Agency

01 412 7900

media@nala.ie

NALA does not require the assistance of recruitment agencies to fill our vacancies.