

Job Description

Dóchas Media Officer for the European Year of Development

Position: Dóchas Media Officer for the European Year of Development
Appointed by: Director
Reports to: Director
Duration: 1 January 2015 - 31 December 2015

Position Summary:

The Media Officer for the European Year of Development is responsible for the strategic communication with key stakeholders of the Dóchas project for the European Year for Development 2015, as supported by the European Commission and Irish Aid.

The role involves ensuring the development and effective roll out of Dóchas' Communications Strategy for the European Year for Development (EYD) as well as developing close relations with all Dóchas members and other civil society organisations interested in, or affected by, the Dóchas European Year project, in order to obtain a clear knowledge and understanding of each organisation's needs and expectations of the project. The European Year Communications Officer will work as part of a team with the Dóchas Information Officer, the Dóchas Project Coordinator for the European Year for Development and the Dóchas Director.

The Media Officer for the European Year of Development reports to the Director of Dóchas.

Purpose of the position:

To support the Dóchas European Year Project by developing relationships with key stakeholders and ensuring each stakeholder's information needs are met.

Main Responsibilities:

1. Strategy (10% of the role)

- To ensure that internal processes promote Dóchas' effective engagement with key stakeholders.

Specific tasks in this respect will include:

- Developing and monitoring an EYD Project Communications Strategy, articulating the project's key messages, audiences and means of engagement, and which supports Dóchas' overall strategy;
- Liaising with the Project Coordinator for the European Year for Development and the EYD Task Group, as well as relevant other Dóchas Working Groups, to ensure all Dóchas members and stakeholders are fully briefed about the project strategy and options for engagement;
- Continuously assessing and responding to members' information needs in relation to the project and the European Union more broadly;
- Ensuring all Dóchas and Dóchas members' communications about the European Year reflect a shared visual branding and core messaging, and that all communications respect the Dóchas Code of Conduct on Images and Messages, and the relevant European Commission requirements;
- Ensuring the coherence between Dóchas public communications in the context of the EYD project and Dóchas' other public communications.

2. Information and Engagement (40% of the role)

- Ensure the timely production of relevant and engaging information about Dóchas' programme of work.

Specific tasks in this respect will include:

- Writing and editing of blog posts and articles for use in mainstream media in support of Dóchas' overall strategy;
- Providing content in support of the Dóchas Information Officer's role updating the Dóchas website and blog;
- Updating the Ireland EYD webpage, as well as Dóchas' Facebook page, Twitter account and other social media in a way that maximises our core audiences' ability to engage with our work and with members' initiatives priority issues;
- Updating the Dóchas EYD message and EYD social media on a regular basis;
- Assisting the Director in media work, specifically by drafting media releases and ensuring professional follow-up with selected journalists and media organisations.

3. Creating space for stories of change (40% of the role)

1. Disseminate inspiring examples of political and social change, or of instances of exemplary citizen action.

Specific tasks in this respect will include:

- Sourcing and editing stories for Dóchas' The World's Best News initiative, for publication in mainstream media or new engagement platforms;
- Ensuring the publication of engaging and inspiring stories of change on the World's Best News social media platforms;
- Coordinating the annual production and dissemination of a hard copy World's Best News paper, including ensuring a transparent process for selection of stories and photos and the recruitment and support of dozens of volunteers in the main urban areas in the country;
- Working with the Dóchas European Year Project Coordinator to find and develop new platforms, and new partners, to tell our members' and other stories of change;
- Actively encouraging Dóchas members to develop stories for the project.

4. Services (10% of the role)

- To build the capacity of the Dóchas secretariat, as well as of Dóchas member organisations, to tell and share inspirational and engaging stories.

Specific tasks in this respect will include:

1. Organising meetings and trainings, in line with the agreed project approach, with journalists and media specialists in order to assist member organisations to understand and maximise their use of media opportunities;
2. Ensuring high quality Dóchas publications related to Dóchas' European Year Project.
3. Liaising with designers and printers for Dóchas EYD publications;
4. Working with the Dóchas Office Manager and European Year Project Coordinator to ensure all communications related activities are within project scope and budget;
5. Supporting the Dóchas Information Officer on the implementation of the Dóchas Communications Strategy, including servicing the Dóchas Communications Working Group and maintaining coherence of style and branding across Dóchas' areas of public communication.

In addition, the Information Officer will undertake any other reasonable duty commensurate with this post in relation to the Dóchas Strategic Plan, as identified by the Director, including external representation of the Dóchas network. This will involve occasional travel in Ireland and abroad.

As a member of a small team, the European Year Project Communications Officer will play a full part in the administration, planning and evaluation of Dóchas' work as a whole. The post is self-servicing and includes clerical duties, including recording the required data on Dóchas' own key performance indicators and members' participation in Dóchas events.

Miscellaneous

The Position is for a limited duration only: 12 months, starting in January 2015.

The Position is dependent on funding becoming available. Funding is close to being secured from the European Union and from Irish Aid.

Salary is commensurate with the Dóchas Information Officer scale (€28,274 – 36,193 pro-rata).