



Job Description: Communications Officer

BirdWatch Ireland seeks to recruit a Communications Officer, a position that will be partially funded through the Heritage Council's 2023 Heritage Capacity Fund as part of BirdWatch Ireland's *Communicating the Wonders of Irish Wildlife 2023* project.

- Reports to:** Head of Communications & Development
- Location:** BirdWatch Ireland Head Office, Kilcoole, Co. Wicklow (remote working supported)
- Salary:** €30,000 to €32,000 *per annum*, commensurate with skills and experience
- Closing date:** 17:00 on Friday 7th April 2023
- Start date:** April/May 2023
- Contract:** Full time, 12 months, subject to funding

About

BirdWatch Ireland is the largest independent conservation organisation in Ireland. A registered charity, its aim is the conservation of wild birds and their natural habitats. Established in 1968, it has over 15,000 members and a growing network of 30 local branches. It manages nature reserves which protect threatened habitats and the wildlife that relies on them, works to conserve Ireland's biodiversity, produces a range of media to raise wider awareness of nature conservation in Ireland, and carries out important education, survey and research work.

The key aims of BirdWatch Ireland are:

- To maintain and, where possible, improve the conservation status of all Irish bird species;
- To prevent the extinction of any Irish bird species in the wild;
- To conserve, and where appropriate, improve and enlarge sites and habitats important for birds;
- To help through birds to conserve biodiversity (other wildlife) and thereby improve the quality of people's lives;

- To integrate nature conservation with sustainable development; and
- To educate and promote awareness of our birdlife and habitats.

The role

The key purpose of the Communications Officer role is to build support for BirdWatch Ireland and to inspire a world richer in nature through delivery of effective communications to identified audiences.

The successful candidate will have experience of developing and implementing successful communication strategies. They will have excellent interpersonal and communication skills and be comfortable engaging with a range of external audiences including the public, elected representatives, media, etc. They will be comfortable working both with partners and independently, delivering on the agreed objectives and strategy.

Key responsibilities

- Develop outreach activities, including public relations, media and communications.
- Grow, plan and monitor BirdWatch Ireland's presence on social media.
- Grow and enhance BirdWatch Ireland's national and local media profile.
- Write press releases, website news stories and other media communications.
- Assist in the production of membership publications, including *Wings* and *Bird Detectives* magazines.
- Assist in the preparation of online newsletters and promotional emails.
- Organise and run membership recruitment and outreach events.
- Assist with administrative work around membership recruitment and retention, donations, bequests and corporate support.
- Handle queries from BirdWatch Ireland members and the general public.
- Promote BirdWatch Ireland membership, fundraising activities and retail operations.
- Assist with maintaining and updating the BirdWatch Ireland website.
- Measure performance of communications and marketing efforts using Google Analytics.
- Prepare regular reports on BirdWatch Ireland's media appearances.
- Deliver communications training to staff and volunteers.
- Liaise with BirdWatch Ireland's volunteer branch network.

Requirements

- A qualification in communications, marketing or another relevant area
- Excellent communication skills (both oral and written)
- A thorough understanding of different communication channels
- Demonstrated experience of managing social media accounts
- Good organisational skills and a high level of versatility

- Experience with basic web software for updating websites and maximising SEO
- Experience in Mailchimp, YMLP or similar marketing platforms, and management of newsletters including list management, design, content planning and reporting

Additional requirements

The following experiences/qualifications are desirable:

- Good knowledge of Irish birds and of conservation issues
- Experience of working in the non- profit/NGO/eNGO/charity sector in either a voluntary or paid capacity
- Experience in event management
- Skills in digital design, video creation and new media production
- Editorial skills
- Membership recruitment skills
- Print and broadcast media experience
- A full, clean driving licence

To apply

Please download and complete the Job Application Form, which is available on the BirdWatch Ireland website at <https://birdwatchireland.ie/app/uploads/2023/03/Job-Application-Communications-Officer-2023.doc>.

The closing date for applications is **17:00 on Friday 7th April 2023**.

