



## **COMMUNICATIONS OFFICER JOB DESCRIPTION, OCTOBER 2017**

### **1. Introduction**

Wicklow Uplands Council works for the sustainable use and enjoyment of the local landscape in partnership with those who live work and recreate there. Approaches used by the Council include co-operation, consensus, partnership and the development of projects that bring value to the area.

The Council are seeking to recruit a part-time (10 hours per week) Communications Officer for a 1 year contract at which time the position will be reviewed. The Communications Officer will be responsible for the overall promotion of the Uplands Council and communication on our activities to our members, stakeholders and the general public. They will contribute to the development of the Council's Communication Strategy and have responsibility for its implementation with the overall aim of raising awareness of the organisation amongst stakeholders and the general public. The contractor will provide his/her own office facilities and equipment and be positioned remotely. The role will involve regular correspondence with the Wicklow Uplands Council Co-ordinator, based at the Council's office in Roundwood, Co. Wicklow and may involve some work and travel outside normal office hours.

Essentially, the Council is seeking an energetic person who can build the profile of the organisation, raise public awareness of our activities, expand our membership and to represent the shared interests of the Wicklow Uplands.

### **2. Specific duties and responsibilities of the post include:**

- Promoting and communicating the work of the Council to appropriate audiences
- Drafting and issuing press statements and placing articles. Reaching out to journalists, media channels and stakeholders for potential content collaborative opportunities and seeking to develop a regular 'Uplands' column in a local newspaper
- Regular updating of the WUC website including updating the events page and actively seeking new relevant content
- Developing existing social media pages and a Blog, responding to comments & messages, engaging with relevant online discussions and measuring engagement across all media platforms
- Development, production and distribution of the biannual 'Wicklow Mountain Views' newsletter and follow-up e-zines. Investigating potential for other small e-zines distributed in the intermediate period. This will include own original content and sourced materials from members, funders and stakeholder organisations
- Ensuring all content is consistent with WUC's brand in terms of; style, tone and quality of content
- Contributing to the development and implementation of WUC's Communications Plan
- Strengthening and growing membership
- Having regular contact with the WUC Office and must be able to attend certain events and meetings as requested.

- Part of the role may entail contributing to discussions around policy documents, position papers and submissions
- Other duties as specified and agreed

### **3. Essential requirements:**

Candidates must be highly motivated, proactive and have strong written and verbal communications skills and have experience in:

- Public relations
- Excellent communication skills, both written and oral and strong interpersonal skills
- Excellent technical skills in all elements of Microsoft Office.
- Website management and maintenance
- Content editing and development across different media platforms
- Social media platform development
- Working within set management structures
- Being highly organised and detail orientated
- A full clean driving licence and suitable transport

### **4. Guidelines on desirable skills/knowledge:**

- Familiar with /experience of the Wicklow Uplands
- Facilitation and consensus building
- Working with voluntary sector, community based organisations and statutory agencies
- Relevant third level qualification

### **5. Accountabilities:**

The contractor reports to the Co-ordinator on a day to day basis and to the Executive Committee and Board of Directors intermittently. Line management provided by the Co-ordinator. The contractor will meet with co-ordinator on a regular basis in WUC's office in Roundwood.

### **6. Contract terms:**

Duration: One year, with a performance review at six months.

### **7. Contract fee:**

Commensurate with experience.

Successful applicants will need to supply a tax clearance certificate and will be responsible for making their own tax returns.

### **8. Informal enquiries / supplementary information to:**

Wicklow Uplands Council  
Main Street  
Roundwood  
Co Wicklow  
info@wicklowuplands.ie  
Tel: 01 281 8406

### **9. Application Process**

An interview process will be carried out in late November 2017

### **10. Website: [www.wicklowuplands.ie](http://www.wicklowuplands.ie)**