



**Job Title:** Public Engagement and Communications Officer  
**Reports To:** Communications and Public Engagement Manager  
**Directorate:** Sightsavers Ireland  
**Location:** Sightsavers Ireland, Spencer Row, Dublin 1  
**Direct Reports:** N/A

## **1) Job Purpose**

To contribute to the public engagement and communications activities of Sightsavers Ireland. To support and assist the Communications & Public Engagement Manager in activities including; the management of enquiries as part of the Sightsavers Ireland Communications Team, drafting news stories and other digital content, event management, public engagement and outreach activity support, monitoring and evaluation, compliance with Sightsavers Ireland brand and editorial guidelines and those of Sightsavers Global. Administrative support for the Communications and Public Engagement Manager and other key working groups.

## **2) Main Responsibilities**

- To assist with the development of new public engagement activities for key events, such as fundraising events and school outreach initiatives in collaboration with other team members.
- To support the promotion, organisation and evaluation of Sightsavers Ireland outreach and public engagement events with other team members.
- To Support the Communications and Public Engagement Manager with administrative tasks, including invoicing and purchasing, database management and managing internal systems and processes.
- To draft and edit news stories, reports and digital content in collaboration with other team members. To liaise with the Public Engagement and Communications Manager and other stakeholders in the production and release of information. To adhere to confidentiality, embargoes and other restrictions as necessary.
- To draft written content, source images and assist in the development of new video and graphical content, to aid the communication of Sightsavers Ireland's key messages to target audiences using a variety of digital media, including the Sightsavers Ireland website and social media channels. To curate and manage content on Sightsavers Ireland's social media channels.

The main responsibilities are not meant to be an exhaustive list of tasks. The need for flexibility is required and the jobholder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed. All employees are required to act professionally, co-operatively and flexibly in line with the requirements of the post and the Sightsavers Ireland team. This role will



occasionally involve some weekend work and national/international travel for which time off in lieu will be agreed.

### **3) Key Contact/Relationships**

This is a hands-on role and involves interactions with staff at all levels.

You will report to the Public Engagement Manager and will be part of the Sightsavers Ireland Communications & Public Engagement team.

You will need to develop effective working relationships and interact effectively with our Global Team, partners, members of the media, key external stakeholders and other public engagement and communications staff.

### **4) Knowledge, Skills and Experience**

**The knowledge, skills and behaviours required to perform the role.**

#### ***Essential:***

- Educated to postgraduate degree level in a relevant area, ideally in a development-related field.
- Excellent understanding of education as a Development issue.
- Excellent interpersonal and organisational skills.
- Excellent communication skills, both written and oral – including experience of distilling complex information into succinct and clear messages.
- Excellent IT and digital skills with a strong working knowledge of MS Packages, Excel and PowerPoint. The ability to learn new applications and support others' digital needs.
- Ability to work as part of a team.

#### ***Desirable:***

- Experience of communicating international development issues and ideas to different target audiences.
- Experience of developing and/or delivering public engagement or outreach activities.
- Experience in event management.
- Experience in communications or media work.
- Experience of managing/using a variety of social media channels and/or creating digital/online content and/or video content.
- Experience of using a CRM such as Blackbaud Razor's Edge.

**Personal skills / behaviours / qualities:****Communication**

- Strong writing and editorial skills, with great accuracy and attention to detail.
- Good project management skills and a record of accomplishment of delivering results.
- Good presentation skills and an ability to talk to groups of visitors with a variety of backgrounds and knowledge (e.g. members of the public, schools or sector stakeholders).
- Excellent interpersonal skills with the ability to build effective working relationships with colleagues at all levels and enthuse others about the work of Sightsavers Ireland through public engagement activities and key messaging.

**Initiative and time management**

- Ability to prioritise workload and meet deadlines, excellent organisational skills with the ability to apply them whilst under pressure and the ability to use own initiative and work independently or under limited supervision.

**Team working**

- Effective team member willing to contribute, but be respectful of the roles and experience of others.

**Personal style and behaviour**

- Keen interest in the work of Sightsavers Ireland and the International Development sector as a whole.
- Commitment to Sightsavers' organisational values, in particular our values of inclusion and empowerment.

Updated: December 2018