



Mental Health Reform
Promoting Improved Mental Health Services

Communications and Engagement Manager Job Description

Position: Communications Manager

Hours: Full-time (37 hours per week)

Start date: ASAP

Duration: 1 year

Reports to: CEO

Location: Coleraine House, Coleraine Street, Dublin 7.

[Due to the current COVID-19 pandemic, and subject to Government restrictions, the successful candidate may also be required to work remotely.]

1. Position summary

Mental Health Reform is seeking to recruit an experienced, creative and strategic communications manager. This position manages the communication and engagement unit and is a key member of the senior leadership team. The role has overall responsibility for shaping and delivering MHR's communications strategy, increasing organisational visibility and impact, developing and ensuring strong stakeholder engagement, and assisting MHR to deliver on its overall strategic goals.

2. About Mental Health Reform:

Mental Health Reform (MHR) is the national coalition driving reform of Ireland's mental health services and supports. Our vision is of an Ireland where everyone can access the support that they need in their community to achieve their best possible mental health. With more than 75 member organisations and thousands of individual supporters, MHR provides a coordinated voice to Government, its agencies, the Oireachtas and the general public on mental health issues.

<https://www.mentalhealthreform.ie/>

3. Main responsibilities

a) Develop and implement MHR's communication strategy and plan

- Lead the development and implementation of MHR's communications strategy and plan in line with MHR's strategic and operational plans
- Manage and enhance MHR's brand, image and positioning
- Design and implement campaign-related projects
- Manage the day-to-day communications activities of the organisation towards fulfilment of the communications strategy
- Oversee the organising of events

- Design and implement a high quality public relations and communications plan for specific projects and campaigns
- Work directly and engage a broad range of audiences and proactively identify related events, activities and opportunities
- Monitor and evaluate the effectiveness of the communications activities
- Produce or contribute to the production high quality report for key stakeholders i.e. donors, board

b) Managing relationships with the broadcast, print and social media

- Proactively develop and manage relationships with local, national and international online, broadcast and print media
- Maximise media exposure for MHR by identifying and proposing media opportunities
- Develop media materials for spokespeople, including reports, media briefings, articles and press releases
- Develop and implement, with Digital Communications & Development Officer, a social media strategy to build and sustain member, supporter and donor engagement
- Facilitate and support the development of personal stories to the media on MHR issues, in line with MHR policy
- Monitor media activity on mental health and related areas

c) Developing the communications systems and resources

- Manage the communications database
- Maintain and develop MHR's website to maximise effective communication of information and messages
- Develop key processes
- Produce newsletters, information and promotional leaflets, etc.

d) Strengthening Membership engagement

- Develop and implement a membership engagement strategy
- Build and maintain strong internal communication processes to ensure MHR is effectively communicating with its members
- Strengthen cross-functional processes
- Strengthen membership engagement in campaigns and other key activities
- Establish and maintain key partnerships with coalition members

e) Developing and implementing fundraising strategy

- Develop, implement and oversee MHRs fundraising approach and strategy
- Drive fundraising campaigns
- Proactively identify opportunities to increase organisational fundraising revenue

- Lead on development of new funding streams

f) assisting MHR to deliver on its overall strategic goals

- Work within the framework of the overall objectives and the policies and practices of MHR
- Ensure all work undertaken complies with data protection and GDPR rules
- Contribute to the promotion of equality of opportunity, anti-discriminatory practice, diversity, individual rights and choice in all aspects of work
- Update MHR's contacts database
- Carry out other administrative duties as required
- Lead, manage and coach staff within the MHR performance management system
- Supervise staff, interns and/or volunteers as required
- Participate in relevant training and development courses as agreed with the CEO
- Undertake such other duties as might be reasonably assigned from time to time by the CEO
- Be vigilant to any health, safety and welfare risks in the workplace and bring any concerns to the attention of the CEO or Health & Safety Representative

4. The person

Skills, knowledge and experience required:

- A third-level qualification in a relevant discipline
- Satisfactory relevant experience in a senior communications role
- Demonstrated results from the design and implementation of successful campaigns
- Excellent organisational skills with the ability to manage tight deadlines
- Fluent speaker and writer of English
- Proven exceptional communication and interpersonal skills, both verbal and written
- Excellent IT skills with experience managing websites and social networking for organisational objectives
- Creativity and an ability to generate engaging messages for a variety of audiences
- An ability to work with initiative and autonomy and take responsibility for a functional role within a small team
- Experience of managing staff to achieve deliverables

Desirable:

- Experience in and familiarity with community and voluntary sector in Ireland

- Experience of database management (Salesforce or other CRM software)
- Experience in fundraising
- Familiarity with mental health issues in Ireland

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This is a one-year position with the possibility of extending. Flexibility is required regarding hours as some weekend and evening work will be necessary. Travel and out of office work will also be a feature of the role.

This is a 12-month fixed term contract position, subject to funding and completion of a six-month probationary period.

An attractive remuneration package commensurate with experience is available.

Application process:

Please email your CV and cover letter to info@mentalhealthreform.ie. In your letter please state your salary expectations and when you would be able to begin the role.

Requests for additional information can be sent to info@mentalhealthreform.ie.

Closing date for the submission of applications is **Tuesday, March 23rd at 5:00 PM**

Mental Health Reform is an equal opportunities employer