



FRIENDS OF THE EARTH IS HIRING A COMMUNICATIONS CONTENT OFFICER

Deadline: 8th October 2023

ABOUT THE ORGANIZATION

Friends of the Earth Ireland is a community at the heart of the growing movement here for a just world with zero pollution.

Our mission is to campaign and build movement power to bring about the system change we need for a just world where people and nature thrive. We are trying to change the world in the face of opposition from much more powerful, and much better funded, vested interests.

We are a small, nimble organization. We work collaboratively to advance the organization's mission, vision and values so we need committed, energetic and flexible people on our team. We look out for each other as best we can, and there are plenty of opportunities to learn and develop new skills.

ABOUT THE ROLE

Reporting to the Head of Communications, the successful candidate will deliver crucial campaign and organizational communications through a variety of channels.

Together with colleagues in the Communications Circle you are responsible for advancing one of our strategic objectives related to Policy Change:

To create public understanding that much of the change we wish to see will generate positive impacts and opportunities, not costs and hardships. To bring justice and fairness to the centre of the debate about climate and environmental issues – change should happen when justice and fairness requires it, even if it is not popular with everyone, especially the rich and powerful.

And together with the Head of Communications and colleagues working in Supporter Care and Fundraising you will contribute to advancing one of our four organizational goals:

To ensure Friends of the Earth supporters feel they are members of a mutually supportive community and present ways for them to participate in and sustain the work of the organization for as long as it is required.

The climate crisis is in the public mind like never before and Friends of the Earth is growing as Ireland and the world step up efforts to cut emissions fast enough to prevent complete climate breakdown. This is a role for someone with a strong sense for campaign communications and hands-on experience of creating engaging communications content across a variety of media, channels and platforms.

RESPONSIBILITIES

1. Day to day public communications

- Working closely with relevant staff to plan and execute effective written and visual communications across organisation's external communications channels (website, emails, social media).
- Creating and co-creating effective and targeted emails, blogs, social media posts and text for digital actions to mobilise the Friends of the Earth community and wider public to support and participate in campaigns, actions or fundraising appeals.
- Tailoring written content to engage varying audiences – email segmenting and targeting.
- Edit and create visual and audio visual communications such as videos, GIFS and graphics to compliment and support written communications.
- In collaboration with colleagues, helping to monitor and maintain Friends of the Earth social media platforms, keeping them active with engaging content, setting up and monitoring the performance of paid social media ads and responding to messages and comments as per Friends of the Earth's social media monitoring policy.

2. Writing and content creation

- Crafting original written pieces and engaging stories to promote Friends of the Earth's messages, values, demands and "calls to action", from fundraising to mass mobilising, to specific target audiences.
- Writing compelling and engaging emails, blogs, articles, action guides and other materials that are informed by complex policy or social change documents but which are accessible to non-expert audiences.
- Designing and creating written, visual and audio-visual assets that are in keeping with Friends of the Earth tone and style.
- Attending Friends of the Earth events and actions to document and broadcast what is happening using audio-visual, visual and written communications tools.
- Identifying opportunities to craft stories and appealing communications content to meet specific goals and/or to reach new audiences for the acquisition of new supporters.

3. Digital technology, administrative and data handling tasks

- Collect, analyse and interpret data to assess Friends of the Earth performance across different communications channels.
- Set up and test e-actions, event registration forms and other digital campaigning tools, ensuring they are working correctly and synced with Friends of the Earth's CRM system.
- Build attractive supporter emails, website posts and other publishable content based on text that has been drafted by other staff members.

4. Project management and strategy development for communications projects

- Develop strategies for, and project manage and coordinate certain communications or media projects that Friends of the Earth is embarking on; working with multiple teams within Friends of the Earth as well as with external collaborators, researchers, consultants or members of the media to make these projects as impactful as possible.

5. Developing, setting up and maintaining digital supporter journeys

- Identify opportunities to reach and engage new Friends of the Earth supporters and donors, using digital tools.
- Develop entry level e-actions and digital supporter journeys (or ladders of engagement) to bring Friends of the Earth supporters on journeys towards greater engagement with Friends of the Earth and ensure supporters receive appropriate communications and feel valued.
- Maintain, update and coordinate the digital journeys that Friends of the Earth supporters are brought on working with other teams across Friends of the Earth.

ABOUT YOU

ESSENTIAL SKILLS OR EXPERIENCE:

- ▶ A proven track record in a communications role or a campaigning or organising role that had a significant communications component (these can be paid roles or voluntary/part-time activities).
- ▶ Excellent level of written and oral communications skills, with the ability to quickly familiarise yourself with, and understand, complex ideas or policy documents and communicate about them in a creative, compelling and audience-appropriate manner.
- ▶ Excellent time and project management skills with an ability to juggle competing priorities at one time while maintaining high standards and attention to detail.
- ▶ Experience in using basic graphic creation or graphic design tools.
- ▶ Experience with website content updates and/or with using mass emailing platforms such as Campaign Monitor, Action Network, Mailchimp or similar.
- ▶ Strong team player with excellent listening and interpersonal communication skills.
- ▶ Experience (paid or voluntary) in climate justice, social justice or human rights campaigning, activism or organising or a demonstrable interest in same.
- ▶ Some basic knowledge of the Irish political system and how change can be effected through engagement with that system and/or demonstrated interest in social movements and how they can effect change.
- ▶ Knowledge of social media platforms and their use in campaign communications or digital marketing.

- ▶ Experience in using (or an ability to quickly learn how to use) digital marketing/campaigning platforms and tools, such as tools to create digital supporter journeys, tools to segment and target audiences on mass emailing systems, and CRM systems.
- ▶ Experience using word processing and office software such as Microsoft 365 or Google Docs Editors suite of tools.

DESIRABLE SKILLS OR EXPERIENCE:

- ▶ Experience writing and pitching press releases and doing media interviews, with a feel for what makes a good media hook.
- ▶ Experience with grassroots activism or civil-society campaigning (paid or unpaid).
- ▶ Knowledge of the Irish and global climate movement.
- ▶ Experience using project management tools and team messaging platforms.
- ▶ Experience using paid social media ads or other digital ads
- ▶ Experience assessing communications performance, and obtaining data for same from digital platforms, including social media platforms and websites.
- ▶ Experience making and editing short videos for social media.

PERSONAL ATTRIBUTES AND COMPETENCIES:

- ▶ Commitment to the mission, vision and values of Friends of the Earth.
- ▶ Ability to think creatively and strategically, with a head for spotting good communications opportunities that would further Friends of the Earth's campaigning or fundraising goals.
- ▶ Ability to work with a diversity of people, communities, and cultures.
- ▶ Strong team player with excellent listening skills and interpersonal communication skills.
- ▶ Ability to use initiative, think creatively and work independently in both remote working and in-office settings.
- ▶ Excellent time management and prioritisation skills – with the ability to work on multiple projects or campaigns at one time and juggle competing priorities.
- ▶ Ability to respond quickly to external events and demands while maintaining organisational priorities and goals.
- ▶ Good problem solving and troubleshooting skills, with an ability to pay attention to detail, even when working to tight deadlines.

STATEMENT ON SOLIDARITY, PARTICIPATION AND INCLUSION

A commitment to solidarity, participation and inclusion is one of the fundamental values of Friends of the Earth. We therefore endeavour to ensure that everyone, particularly marginalised and disadvantaged groups who might be affected by policy are considered and included in the conversation. We acknowledge our privilege as

people working in an NGO and understand the fact that there may be barriers to participation. We strive to expand and diversify civic engagement, by creating spaces for everybody to participate and be included in activism and political change.

As part of this commitment to the values of solidarity, participation and inclusion we strongly encourage applications from those with identities under-represented in the environmental movement, for example: people of colour, LGBTQIA+ people, those seeking asylum or with refugee status, people with a disability, or people are who members of an ethnic minority.

TERMS AND CONDITIONS

Conditions are according to Irish legislation including the legal ability to live and work in Ireland. Friends of the Earth Ireland adheres to Irish law that prohibits discrimination on basis of age, sexual orientation, marital status, birth, fortune, religious, philosophical or political beliefs, language, present or future state of health, disability, physical or genetic characteristics, sex, pregnancy, childbirth, maternity, change of sex, nationality, alleged race, skin colour, ancestry, national, ethnic or social origin.

The working language is English, but applicants are not required to be native speakers.

Contract duration: 18 months.

Hours per week: This is a full time post (35 hours per week). The organization will consider a proposal from the successful candidate to work 4 days (28 hours) a week.

Location: The position is based in our office in Mount Street Upper in Dublin 2, however in practice we are continuing to facilitate working from home (hybrid/blended working) where appropriate. Given the nature of the role, the post holder will need to be in Dublin frequently, both on own initiative and on request, and sometimes at short notice. The candidate will also occasionally be required to travel within Ireland and abroad. Another condition of remote working is a good and reliable broadband connection in your place of work.

Annual Leave: Full-time employees get 25 days paid annual leave a year. For part-time employees annual leave entitlement is calculated on a pro-rata basis.

Salary: The starting salary will depend on experience. It will be between €33,691 and €40,539 gross annual fulltime salary, which are steps on our Programme Officer Payscale.

Employee benefits:

- ▶ A 6% maximum employer's contribution to a company contributory pension scheme after 6 months
- ▶ Closure of the office on Good Friday.
- ▶ Maternity and paternity leave top-up.
- ▶ Further Education / Training and learning investment programme.
- ▶ Professional subscriptions (as applicable).
- ▶ Travel (bike-to-work schemes/tax saver commuter tickets).

- ▶ Hybrid working facilitated.
- ▶ Employee Assistance Programme (with Laya Healthcare).

The Protection & Safeguarding of Children and Vulnerable Adults: Friends of the Earth Ireland has adopted a policy to protect and safeguard the welfare of young people. The post holder will be required to follow this policy at all times and any offer of employment may be contingent on Garda Vetting and Reference Checks. A copy of the organisations [Safeguarding and Child Protection Policy and Vetting Policy](#) is available for review on our website.

To Apply: Send your CV (2-page max) with a cover letter (1-page max) outlining your motivation for applying to this position to jobs@foe.ie by the end of Sunday 8th of October. Please include the role title in the subject of your email. We hope to appoint someone as soon as possible.

This is an initial job description for recruitment purposes. A finalised job description will be issued as part of a contract agreement.

All documentation received by Friends of the Earth will be processed in accordance with the Data Protection Acts, 1988 and 2003 General Data Protection Regulation (GDPR; 2018). The information will only be used by Friends of the Earth in the processing of job applications and for ongoing administrative purposes with job candidates.

Friends of the Earth Ireland is a company limited by guarantee.
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