



Information Pack for the role of:

Communication Officer

Scouting Ireland Services CLG, National Office, Larch Hill, Dublin 16

February 2020



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Scouting Ireland

Scouting Ireland is a registered charity and was founded in 2003 after the membership of Scouting Ireland (CSI) and Scouting Ireland (SAI) voted in favour of forming a single, all-Ireland Scout association. Before this, Scouting had been operating in Ireland since 1908.

The aim of Scouting Ireland is to encourage the Social, Physical, Intellectual, Character, Emotional and Spiritual development of young people so that they may achieve their full potential and, as responsible citizens, to improve society.

Scouting Ireland achieves its aim through a system of progressive self-education, known as the Scout Method, the principal elements of which are:

- Voluntary membership of a group which, guided by adults, is increasingly self-governing in its successive age groups.
- Commitment to a code of living as expressed in the Promise & Law, the meaning of which is expanded as the member grows towards maturity.
- The provision of a wide range of attractive, constructive and challenging activities, including opportunities for adventure and exploration both indoors and outdoors.
- The provision of opportunities for leadership and responsibility.
- Learning by doing.
- Encouragement of activity in small groups.
- An award scheme, which encourages participation in its full range of activities and provides recognition of individual and group achievements.
- Symbolic Framework.

Scouting Ireland has a membership of over 50000 people, which includes 12000 adult volunteers. We operate in over 500 communities across the thirty-two counties of Ireland and are supported by a staff of thirty-two professionals working in a variety of areas.

Details of the Scouting Ireland programme, governance structures, recent annual reports etc. can be seen on www.scouts.ie.



Company Structure

The **Board of Directors** is the oversight body of Gasóga na hÉireann / Scouting Ireland.

The **Board Sub-Committees** act in a non-executive role advising the Board as per their terms of reference

The **Chief Executive Officer** is appointed by the Board of Directors and is the most senior professional of Gasóga na hÉireann / Scouting Ireland. The CEO directs the work of the Professional Management Team to deliver on the strategic and operational objectives of the Company.

The **Department Managers** report to the CEO and are responsible for the managing the departments in line with the departmental charter, Gasóga na hÉireann / Scouting Ireland's Strategy, the risk register and ensuring the Company is compliant with all relevant codes and legislation.



Role Profile	
Reports to:	Direct Reports:
Manager Information and Communication	None
Outline	
The Communications Officer will work to the Manager of Information and Communication. They will build strong working relationships with colleagues in Scouting Ireland and work collaboratively to implement the Scouting Ireland Strategic Plan.	
Location	
The role will be based in the Scouting Ireland National Office, Larch Hill, Dublin 16 or other such location as determined by the employer.	
Term of Office	
Employed by Scouting Ireland on a Fixed Term Contract from 1st August 2020 until 31st December 2022.	
Essential Criteria /Experience Required	
<ul style="list-style-type: none"> ● A third level qualification at degree level in journalism, public relations or equivalent professional qualification ● 2 years or more professional experience in a relevant role ● Extensive relevant professional experience; including social media management, public relations work and/or direct agency PR /or journalism employment ● Experience in writing effective press releases and/or writing articles for regional/national/specialist media ● Experience of developing and implementing PR and broader marketing communications campaigns. ● Experience in not-for-profit communications & PR. ● Understanding of the youth and voluntary sector; with an interest in youth work. ● Excellent IT skills and a wide knowledge of software and platforms supporting communication ● Experience managing the production/design of high-quality material such as newsletters, leaflets, annual reports; e-zines ● Excellent interpersonal and communication skills (verbal and non-verbal) ● Strong team player with the ability to also work alone and to tight deadlines- ● Ability to demonstrate creativity, developing ideas from inception to execution 	



Desirable Criteria

- Experience of working on campaigns and advocacy for organisations/or client accounts
- Some experience in conducting media interviews (Including broadcast)
- Knowledge of graphic design and branding development
- Knowledge and experience of Website Maintenance
- Knowledge and experience in Marketing and Promotion Projects
- The ability to work on one's own initiative and as part of a team.
- Be disciplined, applying rigor to one's work.
- Be organised and thorough with an attention to detail
- Be comfortable dealing with a range of complex issues.
- Have excellent customer focus and account management skills

Principal Deliverables

- Support Scouting Ireland's advocacy work by proactively promoting key campaigns through national, regional, local and targeted specialist media and assist with media campaigns
- Support work to maintain and develop Scouting Ireland's social media profile; Contribute to the updating and ongoing development of the website. Be part of a team that produces short, sharp video content for social media and internal communications.
- Assist in generating national media coverage for Scouting Ireland; Generate regional and local publicity (Including effectively targeting specialist media) to highlight the activities of Scouting Ireland
- Support Scouting Ireland's fundraising work by promoting events/campaigns through effective and tailored national and local PR programmes
- Increase the profile and understanding of local and national scouting and Scouting Ireland projects around the country with the roll out of a communications strategy
- Support work on internal and external communication to our membership and stakeholders
- Support work on the internal and external marketing of Scouting and Scouting Ireland
- Produce quality print and on-line materials such as reports, website content & e-zines
- Working to help support the understanding (and use) of the Scouting Ireland brand identity as part of the communications strategy of the organisation



- Supporting the manager to deliver effective internal communications
- Participate in relevant training and development courses as agreed with your manager
- To undertake such other duties as might be reasonably assigned from time to time in consultation with your manager
- Be vigilant to any Data Protection, Health, Safety and Welfare risks in the workplace and bring any concerns to the attention of your manager or Data Protection Officer or Health & Safety Representative

Principal Accountabilities

- The communications officer is an integral part of the Information and Communications department. They are responsible for supporting the management of internal and external communications ensuring Scouting Ireland's aim, message, services and work in the voluntary sector is communicated consistently and effectively to its members, media and key external stakeholders.
- The Communications assistant proactively assists in communicating the identity of Scouting Ireland through traditional and new media channels. This will be achieved by supporting the writing and editing of social media posts, website content, event scripts, speeches, documents and reports, advertising and promotional materials, press releases, interviews and any other internal and external communications.
- In the case of an unforeseen issue, crisis or other potentially problematic situation, the Communications assistant will work with and support the department manager to generate communications.
- Further they will assist the Manager of Information and Communications with the effective running of the department.

Key Relationships

Working within the Information and Communications Department they will report to the department manager, and liaise with other staff, volunteers, and key stakeholders.

Competencies

- Excellent communicator, both written and verbal
- Influencing / motivational skills
- Planning/Organising and Work Management
- Analysis/Problem solving and appropriate decision making
- Cultural awareness and sensitivity
- Customer Focus
- IT literate
- Achievement Oriented



Scouting Ireland's Core Behavioural Framework

1. Communication

Definition:

Expressing and listening to ideas effectively in individual and group situations (Including nonverbal communication) adjusting language or terminology to the characteristics and needs of the audience.

Behavioural indicators

- Listen actively and respond accordingly
- Deliver consistent and accurate messages both internal and externally
- Use the appropriate vocabulary with the appropriate audience
- Ensure non-verbal communication is appropriate to the audience
- Ensure all communication is dealt with in a timely, responsible & courteous fashion

2. Teamwork, flexibility & Partnerships

Definition:

Working effectively in varying environments with all team members to accomplish the strategy and objectives of Scouting Ireland, taking action that respects the contribution of others, aligning personal objectives to the objectives of the organisation. Identify and act on building effective internal and external partnerships

Behavioural indicators

- Collaborate in an open professional and effective way
- Help others when they seem snowed under if practically possible
- Support colleagues with the completion of jobs when appropriate
- If you have the skills be prepared to share the knowledge where appropriate
- Be prepared to take on new tasks as required or needed
- Develop and invest in internal and external partnerships

3. Member Focus

Definition:

Making the members and their needs a primary focus of one's actions.
Developing and sustaining productive member relationships

Behavioural indicators

- Be friendly courteous and helpful always
- Always behave in a professional way when dealing with members
- Consider members' opinions in the context of the organisation



- Be aware the constraints that a member may have as they are volunteers
- Treat members professionally and consistently
- Understand the balance and sensitivity between advisory and directive support

4. Initiative & Delivery

Definition:

Taking prompt action to accomplish objectives making active attempts to influence events to achieve goals self-starting rather than accepting passively, taking action to achieve goals beyond what is required, deliver on commitments, take ownership of role tasks and areas of responsibility

Behavioural indicators:

- Deliver your assigned tasks within the assigned time
- Don't wait to be told what to do
- Explore new and more efficient ways of completing tasks
- Be prepared to suggest and take ownership of new initiatives
- Deliver on your initiatives with close attention to detail



Summary of Employment Terms and Conditions

Scouting Ireland Services CLG offers a range of tangible and intangible working benefits.

- This role is a full-time position with a fixed term contract that will expire on 31st December 2022
- The salary paid on a monthly basis will be appropriate to the role and will consider the non-profit nature of Scouting.
- Contractual hours of work are thirty-five (35) hours per week, worked over seven days, Monday to Sunday. However, additional time may be required for the effective performance of the role for which there will be no additional remuneration. The successful candidate must be willing to work during the evenings and on weekends when necessary, for which *reasonable* time off in lieu may be given. Attendance at international and domestic events and conferences may be required.
- Flexibility in relation to hours of attendance to meet the requirements of the role
- The holiday entitlement is 20 days per annum, plus public holidays.
- Scouting Ireland Services CLG has an Employee Assistance Programme.

The offer of appointment will be subject to:

- Two satisfactory references.
- Successfully completing Garda Vetting/Access NI checks.
- Verification of relevant qualifications.
- Not take on any other role in a voluntary or professional capacity that may lead to a conflict of interest with their employment.
- Successfully completing medical examination to be carried out by a medical practitioner (at Scouting Ireland Services expense)
- Satisfactory completion of the probation period (6 months).
- Where required, evidence of eligibility to live and work in Ireland.
- You will be required to own or have the use of a car.



How to Apply

Applications should be submitted to humanresources@scouts.ie no later than **17:00 on 3rd July 2020** and should include:

- Cover letter outlining your suitability for the role.
- A CV.
- Contact information of at least two people who can provide employment references.

Applications **MUST** be submitted to the noted email address. No other applications will be considered.

Note: Scouting Ireland is committed to making appointments on merit by a fair and open process, taking due account of equality and diversity. Selection will be carried out consistent with Scouting Ireland's Human Resources Policy. Canvassing will result in immediate disqualification.