



Global Action Plan is a not-for-profit, award winning charity, which supports schools, communities and businesses to take practical, environmental action to live and work as sustainably as possible [www.globalactionplan.ie](http://www.globalactionplan.ie)

Global Action Plan is part of [GAP International](#) – a global network of organisations in over 27 countries that facilitate behaviour change to promote environmental sustainability.

### Job Description

<b>Position</b>	Communications & Marketing officer
<b>Reports to</b>	Chief Executive Officer
<b>Location/ Travel</b>	Axis Centre, Main Street, Ballymun, Dublin 9.
<b>Hours &amp; Contract duration</b>	35 hours per week, Monday-Friday. There will be an occasional requirement to undertake evening and weekend work.  1 year fixed term renewable contract  Salary will commensurate with qualifications and experience
<b>Role Purpose</b>	By focusing on environmental behaviour change, Global Action Plan's programmes aim to empower individuals and communities to change their consumption habits that are long term and achievable. Our mission is to inspire and support people to live more sustainable lifestyles, by offering practical yet creative solutions that inspire people to act.  We are now looking for a vibrant Communications & Marketing officer to raise awareness and promote the vision of Global Action Plan Ireland. The Communications & Marketing officer will be a creative, active and experienced member of the Global Action Plan team. They will work closely with the CEO to develop and implement the organisations

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	communications strategy and will support the implementation of the organisations strategic plan. They will be responsible for managing and raising the organisations public communications and profile.
<b>Main Duties/Tasks</b>	<ol style="list-style-type: none"> <li>1. Lead on the development and implementation of Global Action Plan’s communications strategy</li> <li>2. Plan, direct and coordinate all communications and marketing activities for the organisation.</li> <li>3. Develop and constantly improve website and social media channels including daily monitoring and updating of social media activity and website</li> <li>4. Write and distribute press releases, monthly newsletters</li> <li>5. Design and print management ensuring all publications, marketing materials are of a professional standard, are kept within brand guidelines</li> <li>6. Generate national, regional and local media coverage for publicity and raising awareness to Global Action Plan’s work</li> <li>7. Support the CEO to proactively maintain a national profile</li> <li>8. Handle media queries and improving media relations by building media connections</li> <li>9. Providing insight and analysis to management on performance of online marketing campaigns and website statistics through experience with project management skills.</li> </ol>

*This job description is a guide to the general range of duties attached to the role. It is intended to be neither definitive nor restrictive and is subject to review with the employee concerned and therefore may be updated from time to time to reflect changing business and operational needs and the employees own development and growth needs.*

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### Person Specification

<b>Experience</b>	<p>The successful candidate is likely to have a minimum of 3 years' experience of working in a similar role and ideally in an environmental or related field with a not for profit organisation.</p> <p>The person is likely to have strong existing networks, with experience in media relations and in-depth knowledge of the media landscape and establishing relationships.</p> <p>The successful candidate is likely to have personal values aligned to the ethos and values of GAP.</p>
<b>Education</b>	<p>The successful candidate is likely to hold a primary degree in a relevant subject area such as Communications, Marketing, Digital Media Communications, Journalism, Public Relations or other relevant discipline.</p>
<b>Qualities / Skills / Competencies</b>	<p>Candidates should possess the following key skills and attributes:</p> <ol style="list-style-type: none"><li>1. Experience using content management systems, CRM systems and email distribution platforms.</li><li>2. Experience overseeing design of both print and digital marketing materials.</li><li>3. Experience in coordinating multiple concurrent online campaigns, including social media promotions, online PR and SEO.</li><li>4. Experience in hosting events and ability to speak on behalf of an organisation.</li><li>5. Solid experience with social media including blogs, Facebook, Twitter etc.</li><li>6. Exceptional writing skills, editing with a quick eye and the ability</li></ol>

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	<p>to creatively and quickly develop materials.</p> <ol style="list-style-type: none"> <li>7. Have excellent communication skills as you will be required to work with staff to plan communications activities and materials for their target audiences including the public and key stakeholders</li> <li>8. Show the ability to manage their work load and time in a busy setting</li> <li>9. Ability to work with multiple stakeholders</li> <li>10. Be able to work on own initiative and as part of a team</li> <li>11. A strong interest/ knowledge of environmental/sustainability issues</li> <li>12. Experience/knowledge of working in the not-for-profit sector / SME sector.</li> <li>13. Innovative, energetic and keen to meet the requirements of a growing organisation</li> </ol>
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### How to apply

Please forward completed applications forms only with a cover letter outlining your interest and explaining what you would bring to this role to [info@globalactionplan.ie](mailto:info@globalactionplan.ie)

*CVs will not be accepted.*

The closing date for receipt of applications is **4pm on Friday 30<sup>th</sup> June 2017** with interviews being held on **Wednesday 12<sup>th</sup> July 2017**. If invited to interview please be prepared to display previous Communications and Marketing skills via portfolio or examples of website/social media professional platforms.

Please note short-listing may apply. Second round interviews may also apply.

*Global Action Plan is an equal opportunities employer*

*Garda Clearance is a requirement for this position*

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