

<p>Job Title: STAND Communications and Marketing Manager</p>	<p>Location: Dublin, with flexible working arrangements</p>
<p>Reports to: Head of Programmes Manages: Communication Officer</p>	<p>Contract:</p>
<p>Salary: Commensurate with experience and according to our salary scale, level 3 which ranges from 36-55K. The expectation is that the candidate will be appointed between 38-45K (full time equivalent), depending on experience. Our remuneration policy outlines the opportunities to progress on the salary scale.</p>	<p>Full-time or 4-day week, negotiable for the right candidate.</p> <p>We offer 25 days AL per year and a benefits package that includes pension contributions, flexi-time and hybrid remote working, activism hours, bike to work scheme, and CPD opportunities.</p>

I. STAND BACKGROUND

STAND is a mission-driven, not-for-profit organisation mobilising third level students and graduates to stand up for global justice, equality and sustainability. We do this by creating opportunities to inspire, educate and activate students to understand the root causes of global injustices and equip them with the confidence and skills to be catalysts for positive change.

Our story begins in 2002 with the joint energy of a group of Trinity students, volunteers and staff that formed Suas Educational Development. Ever since then we have been delivering transformative educational programmes, always listening to the changing global and social contexts and needs of each new generation and responding with new types of programmes.

Our story includes an International Volunteer Programme and an Ireland based volunteer education programme until 2020 and 2021. Reflecting the changes of the organisation, we decided in 2024 to start trading as STAND with a fresh brand identity and website which will be launched on June 10th. We take the dedication, commitment, the energy, the community of people that has been forming since 2002 with us as we move forward.

We continue to deliver our innovative, values-driven educational programmes to third-level students and recent graduates currently in Ireland, from across disciplines and across the world, including our STAND Festival, Global Issues courses, STAND News, the Ideas Collective, STAND Changemakers Academy and more.

I. SUMMARY

With a new ambitious strategic plan for 2023-27, and a new and refreshed brand identity launching on the 10th of June, this is an exciting time to join and lead our Communications team, leading and exploring the potential our new brand brings.

The purpose of the STAND Communications and Marketing Manager role is to lead on our organisational communications strategy and ensure we achieve our ambitious participation and engagement targets.

In particular, the Manager will develop and implement a communication strategy to (1) raise the profile of our organisation and programmes among our target audiences, including third level students, alumni, donors, Higher Education structures and other partners, (2) deliver and increase the participation numbers across all our activities and (3) raise awareness of the global justice issues we

talk about. The Manager will work through our online networks and on campus. They will manage one staff member, the Communications Officer who leads the social media engagement and delivery of STAND News.

The Manager will also work in close collaboration with the rest of the STAND team, directly reporting to the Head of Programmes.

II. RESPONSIBILITIES

1.	<p>Strategy & Management</p> <ul style="list-style-type: none"> • Communications strategy management: Lead on the development and implementation of an ambitious communications and marketing strategy to raise the profile of STAND and drive engagement with all stakeholders (including third level students, alumni, donors, Higher Education structures and other partners). This will include but is not limited to social media, brand awareness, website, outreach, recruitment goals. • Brand management: Ensure that STAND’s new brand identity is consistently reflected in all communications; support the team to make sure brand guidelines are adhered to. This is particularly important as we launch our new brand on 10th of June 2024. • Project & staff management: Lead on managing communication and marketing-related budget lines, contributing to donor reports when necessary. Supervise and mentor one staff member, the Communications Officer, who leads on social media engagement and the STAND News programme. 	20%
2.	<p>Communication</p> <ul style="list-style-type: none"> • Messaging: Lead on developing the organisations’ external messaging and communications including for press releases, annual reports, impact reports and communication decks for our different stakeholders. • Content creation: Develop and curate engaging content for STAND’s newsletters for each audience, including students, alumni and sectoral partners, keeping subscribers informed and engaged with our initiatives, events, and updates. Oversee and support the implementation of our social media strategy. • Website management: Lead on maintaining and updating website; implement and manage SEO strategies to improve website visibility and search rankings. • Community engagement & brand awareness: Lead on identifying outreach activities & new relationships for STAND at external events to increase our visibility among different audiences, including universities, donors, sectoral events etc. • Database maintenance: Maintain and update subscriber & recruitment databases including Salesforce, Campaign Monitor, and Jotform. 	35%

3.	<p>Marketing & Recruitment</p> <ul style="list-style-type: none"> • Programme recruitment: Develop and implement marketing and recruitment campaigns across digital and traditional channels to recruit participants for all STAND programmes and opportunities to ensure we reach our targets. Programme recruitment includes (but is not limited to) for Global Issues courses, Ideas Collective, STAND Changemakers Academy, STAND News, Student Advisory Panel, and STAND Retreat. • Adapting strategies and tools: Continuously monitor and evaluate the success of our marketing and recruitment strategies. Complete post-recruitment reports and develop new innovative pathways for recruitment. • Impact storytelling: Document and publish success stories showcasing the organisation’s impact on an ongoing basis (video interviews, maintain and update the bank of case studies). • Assets production: Lead on the design, proofing, print and distribution of marketing materials including flyers, posters, and other assets. • Digital asset management: Manage the organisation and storage of digital communications assets of digital assets (photos, videos, etc). 	40%
4.	<p>Other duties as assigned</p> <ul style="list-style-type: none"> • Represent STAND on sectoral working groups and outreach events • Support research into and drafting of any additional organisational policies, guidance, procedures and tools as required • Support actions to ensure good governance as required 	5%

III. PERSON SPECIFICATION

Essential

- Third-level Qualification in a relevant field such as marketing, communications or public relations
- Minimum 3-5 years’ experience in a marketing and/or communications role, preferably in a non-profit / social justice context
- Evidence of experience of developing and implementing ambitious communication and campaign strategies
- Excellent verbal and written communications skills including copywriting, editing and proofreading with a high attention to detail
- Excellent project management skills with the ability to work to deadlines, lead in area of responsibility and adapt with ease to changing situations
- Experience working with tracking tools such as Google Analytics, Facebook/Instagram Insights, Twitter for Business, Google Analytics and ability to analyse monthly, quarterly, and annual audience data
- Excellent interpersonal skills and ability to work as part of a team and to establish good working relations
- Ambitious and motivated to be part of a mission-driven organisation and is comfortable working in a lively, collaborative culture
- Interest in and knowledge of global justice, equality, or climate issues

Desirable

- Experience in managing websites and understanding SEO best practices (Drupal is our website platform)
- Proficiency in media productions skills and content generation including graphic design (Canva) video editing & production, audio editing
- Experience in mentoring and/or managing staff or volunteers
- Familiarity with using content/relationship/contact management systems such as Salesforce, Campaign Monitor, Mailchimp
- Experience of working with students or young adults

Don't meet every single requirement? We believe in more than a checklist when it comes to finding the perfect person for a role. So, if this role sounds exciting to you, and you meet many but not all criteria, we encourage you to apply anyway. You may be just the person we are looking for.

In line with our Equality, Diversity and Inclusion Policy, we are committed to equal opportunity and encourage applications from candidates encompassing all ten protected characteristics set out within it. We are committed to fostering an inclusive and collaborative work environment that values all identities, perspectives and experiences, and provides opportunities for learning and growth. We encourage applications from people from all backgrounds & experiences.

IV. TO APPLY

Applicants can apply by submitting a CV and cover letter through the [application form](#). The closing date for applications is **Thursday 20th of June 2024, 1pm**. Candidates must be legally entitled to work in Ireland. We are reviewing applications on a rolling basis, so we encourage you to apply as soon as possible. If you have any questions prior to applying, please contact our Operations Manager Erin Kehoe at hr@suas.ie.

First interviews will be on 26th and 27th of June, in person in our office in Dublin.