



<b>Job Title:</b> STAND Communications and Marketing Manager	<b>Location:</b> Dublin, with flexible working arrangements
<b>Reports to:</b> Executive Director (ED)	<b>Contract:</b> Fulltime, permanent upon completion of 6 months' probation. 25 days AL per year.
<b>Salary:</b> Commensurate with experience and according to Suas salary scale.	

### I. SUAS BACKGROUND

Suas is an ambitious, education-focused social change organization that seeks to increase third-level students' awareness, understanding and action on a range of global justice issues. We are Irish Aid's strategic partner with our STAND programme. We also hold a contract with the Department of Foreign Affairs whereby we provide staff to assist with the delivery of the Irish Aid public awareness programme via the Irish Aid Centre.

The STAND programme supports third-level students to progressively engage with global justice issues through various activities including a news website, an arts festival, evening courses, and action learning/volunteering programmes. We run our activities in collaboration with staff and students at third-level campuses across Ireland and the Union of Students in Ireland (USI).

We are at an exciting stage in our development and are looking to hire an experienced and pro-active Communication and Marketing Coordinator to become a key member of our small team. This role is full-time, permanent.

### II. JOB SUMMARY

The purpose of the STAND Communications and Marketing Coordinator role is to contribute to the achievement of ambitious participation and engagement targets. In particular, the Coordinator will develop and implement a communication strategy to raise the profile of our programmes among third level students, increase participation numbers across all our activities and raise awareness of the global justice issues we talk about. The Coordinator will work through our online networks and on-campus. They will work in close collaboration with the STAND Activities Manager and STAND Engagement Manager, directly reporting to the Executive Director.

### III. RESPONSIBILITIES

1.	<b>Strategy &amp; Programme Management</b> <ul style="list-style-type: none"><li>• Development and implementation of a communication strategy to drive awareness, engagement and a progression pathway for students and alumni, including the facilitation of a re-branding process during 2023</li><li>• Management of programme budget lines and impact reports and management of Interns and Volunteers</li></ul>	15%
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	<ul style="list-style-type: none"> <li>• Development and maintenance of key stakeholder relationships for impact and best-practice</li> </ul>	
2.	<p><b>Communication</b></p> <ul style="list-style-type: none"> <li>• Development of compelling targeted communications across all platforms including copy and graphic design</li> <li>• Partnering with stakeholders across HEIs for awareness raising activities and representation of Suas and its STAND programme at events</li> <li>• Management of all websites (STAND.ie, 10000students.ie and Suas.ie) and social media channels (Facebook, Twitter, Instagram, LinkedIn and TikTok) and STAND newsletter (Mailchimp)</li> <li>• Co-development and delivery of multimedia campaigns and online and off-line events, including bi-annual 10000students.ie campaigns.</li> <li>• Maintenance of subscriber databases (Mailchimp, Formstack, Eventbrite)</li> <li>• Preparation of online and print publications</li> </ul>	40%
3.	<p><b>Marketing &amp; Recruitment</b></p> <ul style="list-style-type: none"> <li>• Development and implementation of marketing and recruitment campaigns across digital and traditional channels to recruit participants for all STAND programme activities</li> <li>• Development and implementation of opportunities to increase STAND's visibility on third-level campuses across Ireland</li> </ul>	35%
4.	<p><b>Other duties as assigned</b></p> <ul style="list-style-type: none"> <li>• Support research into and drafting of any additional policies, guidance, procedures and tools as required</li> <li>• Support actions to ensure good governance as required</li> </ul>	10%

#### IV. PERSON SPECIFICATION

##### Essential

- Minimum 3 years experience in a marketing & communications role
- Evidence of media productions skills and content generation (graphic design, video editing & production, audio editing)
- Excellent project management skills with the ability to work to deadlines, lead in area of responsibility and adapt with ease to changing situations
- Evidence of experience of developing and implementing communication and campaign strategies
- Experience managing and updating websites (Wordpress, Wix)
- Experience with managing social media channels (Facebook, Twitter, Instagram, LinkedIn, TikTok).
- Excellent writing, editing and proofreading skills



- Familiarity with tracking tools such Facebook/Instagram Insights, Twitter for Business, Google Analytics and ability to analyse monthly, quarterly, and annual data
- Excellent interpersonal skills and ability to operate as part of a team and to establish good working relations with key players and stakeholders
- Volunteer and/or staff Management experience
- Interest in and knowledge of global justice issues

#### **Desirable**

- Qualification in a relevant field such as marketing/journalism/communications or media production
- Familiarity with Mailchimp and/or managing databases
- Experience of working with with young adults

#### **IV. TO APPLY**

Applicants can apply by submitting a CV and cover letter to [hr@suas.ie](mailto:hr@suas.ie). The closing date for applications is **Monday 5<sup>th</sup> of September 2022, 5pm**. Candidates must be legally entitled to work in Ireland at the time of application. We regret to inform you that we are not able to respond to all candidates and shortlisting will apply.

**Interviews will be on Monday 12<sup>th</sup> and Tuesday 13<sup>th</sup> of September.**

Suas is an Equal Opportunities Employer, 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 welcome applications from people from all backgrounds & experiences.