

Age & Opportunity - Communications Manager (Maternity Cover part-time)

Job Description

Position: Part-time, 15 hours per week (based on a 37.5 hour week) – Tuesday mornings essential

Location: Remotely (with attendance in office a minimum of two days per month)

Contract: 12-month specific purpose contract to commence in August/September 2025

Salary: €50,000 pro-rata

Reporting to: CEO

Direct report: Communications Coordinator

Tasks and Responsibilities:

- Develop, implement and manage the organisation's communications and digital strategies.
- Work with colleagues to maximise PR and communication opportunities, preparing annual plans for communications, and providing appropriate training.
- Manage the communications budget and any external agencies in delivering communications, web and creative materials for a variety of campaigns, including negotiating terms and contracts when required.
- Track the effectiveness of communication through engagement on all levels and provide detailed campaign analysis and reports to the CEO, senior management team and key stakeholders.
- Proactively seek opportunities to communicate to diverse audiences about the organisation's vision, brand, strategy, policy concerns and services, and actively promote awareness of Age & Opportunity and the programmes offered among a variety of stakeholders/audiences.
- Plan and implement press campaigns: setting goals, defining messages, building relationships with journalists, and managing placement of stories/coverage directly or via a public relations freelancer.
- Manage relationships with Age & Opportunity spokespeople, including development of a suite of case studies illustrating the story and impact of our work.
- Organise and coordinate events and campaigns.
- Oversee design, production and distribution of all communications materials, publications and audience communications produced or maintained by Age & Opportunity (e.g. annual report, video and social media content, email marketing, press releases and other materials as required) and

ensure that marketing, promotional, publicity, communications and digital activities are consistent with Age & Opportunity's values and brand.

- Proactively place stories about Age & Opportunity in the media.
- Act as a brand champion, ensuring consistent use of the corporate brand.
- Act as the owner/coordinator of the organisation's website content: soliciting content from internal teams, ensuring it is on message and of high quality, updating messages on home page and other relevant pages and managing updates to content pages.
- Develop and design marketing materials for promotion of specific programmes or initiatives. Work alongside key internal teams to develop messages for specific audiences and identifying channels (digital and print) through which to project them.
- Supervise the Communications Coordinator.
- Participate in annual business planning and review of Communications activity in line with Age & Opportunity's Strategic Plan.
- Ensure adherence to legislation, regulations and defined quality standards on all projects undertaken.
- Follow the policies and procedures outlined in Age & Opportunity's Employee Handbook, Policies and Procedures Manual, Internal Financial Controls and Procedures and Safety Statement.
- Commit to the purpose of Age & Opportunity, and work within the values of the organisation.
- Participate in regular supervision with your line manager.
- Actively participate in senior management team meetings and contribute to the development of policy and practice with your area of work and within Age & Opportunity.
- Show reasonable flexibility in relation to hours of attendance to meet the needs of the work. Work during unsocial hours may be required.
- Have a flexible approach to the work in response to organisational change, development and review of best practice.
- Participate in and engage with a performance management programme.
- Identify training needs with your line manager and participate in training opportunities appropriate to the role.
- Contribute as an active member of the senior management team, to the development and support of other initiatives within the organisation.
- Promote and represent Age & Opportunity on committees and at events as requested.
- Operate within agreed budgets seeking authorisation for expenditure and to be accountable for such expenditure authorised, and to ensure the appropriate coding of expenses.
- Provide written reports as per deadlines requested. Provide weekly written report to CEO.
- Undertake any other tasks from time to time as requested.

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