

# Carmichael.

Carmichael is a leading specialist training and support body for nonprofits in Ireland. Our training, support and resources enable our members and partners to be:

- Better informed and equipped to carry out their own remits more effectively
- Aware of and able to employ best practice for good governance
- Better networked with and supported by peer organisations
- More efficient and effectively run so that they are trusted by their funders and supporters.

## Our Mission

To work with nonprofit organisations to enhance their governance and effectiveness in delivering their objectives, by using Carmichael's sector knowledge, experience, resources and physical space to help them achieve real and positive change for their beneficiaries.

## Our Vision

A society where nonprofit organisations are valued and supported to achieve their goals and positively impact their beneficiaries and communities.

## Our Values

Good Governance: We uphold and promote the principles of good governance: integrity, transparency, accountability effectiveness and leadership.

Communities of Practice: We operate as a leader across the sector to build communities of practice spreading knowledge and embedding insights into organisational performance.

Quality: We strive for the highest possible standards of professionalism and expertise in everything we do.

Responsiveness: When organisations contact us, we work with them to meet their needs. We work to understand the needs of nonprofits that contact us and respond with solutions that are practical and tailored to their specific requirements.

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Communications Officer</b>
<b>Company:</b>	Carmichael
<b>Location:</b>	Carmichael Centre, North Brunswick Street, Dublin 7.
<b>Department:</b>	Communications and Marketing
<b>Place of work:</b>	Remotely, meetings in Dublin 7 once a month or more often as required.
<b>Reports to:</b>	Learning & Development Manager
<b>Hours of work:</b>	37.5 hours per week
<b>Job Purpose:</b>	To support the communications, marketing and business development activities for Carmichael so as to: <ul style="list-style-type: none"><li>• To oversee the development of a comprehensive social media communications strategy</li><li>• Develop and plan annual and quarterly communications plans aligned with the organisation's strategic objectives</li></ul>

	<ul style="list-style-type: none"> <li>• To oversee the day to day running of the Social Media Communications function to ensure the timely delivery of communications objectives and targets</li> <li>• To ensure that the Carmichael’s brand image and messaging is represented accurately and consistently to all stakeholders. <ul style="list-style-type: none"> <li>➤ This is to be achieved by employing a variety of marketing means e.g. social media, events and relationship development and by marketing and promoting of Carmichael in a cost efficient way.</li> </ul> </li> </ul>
<p><b>Key Responsibilities:</b></p>	<p><u>Main duties:</u></p> <ul style="list-style-type: none"> <li>• Plan, organise and manage marketing, promotion and social media communications</li> <li>• Work with all department managers on communications &amp; marketing for each department of Carmichael i.e. Training &amp; Consultancy, Finance, Facilities Management, CEO &amp; Executive Assistant re: Resident Organisations / Good Governance Awards / Board Chairs’ Network / CEO Mentoring Panel, CE&amp;CSP Programmes, etc.</li> <li>• Support the Carmichael Board’s Strategy, Marketing and Communications Sub-committee and provide activity reports to the CEO &amp; Learning &amp; Development Manager</li> <li>• Manage and maintain Carmichael’s website</li> <li>• Maintain and update Carmichael’s presence and followers on Facebook, Twitter, YouTube, LinkedIn, Instagram and other relevant social media</li> <li>• Create social media graphics and other communications media</li> <li>• Assist the management of Carmichael with print media and radio PR activities</li> <li>• Manage Google Analytics monitoring and digital reporting for Carmichael digital sites</li> <li>• Plan, prepare and send Carmichael weekly newsletters</li> <li>• Liaise with Carmichael Resident Members to help advertise and promote their causes/events/news.</li> <li>• Provide communications support for Carmichael events.</li> <li>• Lead the growth in Carmichael’s profile within the non-profit sector nationwide.</li> </ul>
<p><b>Requirements:</b></p>	<p><u>Essential</u></p>
	<ul style="list-style-type: none"> <li>• Understanding of Carmichael’s Mission, Vision, Values</li> <li>• Understanding of Irish Non-Profit Sector and its needs</li> <li>• Passionate about Irish Non-Profit Sector</li> <li>• Minimum of 1 years’ experience in a similar role</li> </ul>

	<ul style="list-style-type: none"> <li>• Excellent administration skills with attention to detail and accuracy.</li> <li>• Multi-tasking and time-management skills, with the ability to prioritize tasks.</li> <li>• Confident handling personal information.</li> <li>• Exhibits polite and professional communication via phone, e-mail, and mail.</li> <li>• Must be proficient with Microsoft Office 365 products, especially Outlook, Word, Excel, SharePoint and PowerPoint.</li> <li>• Ability to work independently and as part of a team.</li> <li>• Desire to be proactive and create a positive experience for others.</li> </ul>
	<p><u>Desirable</u></p> <ul style="list-style-type: none"> <li>• Familiarity with databases and database management, customer relationship management (CRM) software, e.g. Salesforce.</li> <li>• Working knowledge of WordPress</li> <li>• Working knowledge of Canva or other similar graphic design applications.</li> </ul>
<b>Education/Qualification:</b>	<p><u>Essential</u></p> <p>Diploma level qualification (or higher) in Marketing and Communications or relevant qualifications in similar field.</p>
<b>Salary and Benefits:</b>	<p>Salary range: €36,000 - €40,000 per annum.</p> <p>Option to join company pension scheme with employer matching contribution of up to 5%.</p> <p>Annual Leave 24 days not including Public Holidays.</p>
<b>Review:</b>	<p>Performance and Job Description Reviewed Regularly.</p>
<b>How to apply:</b>	<p>Please send a CV and short cover letter to <a href="mailto:andrew@carmichaelireland.ie">andrew@carmichaelireland.ie</a>. Closing date 5pm Friday 30<sup>th</sup> September 2022</p>