## Communications Manager Job Description

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| **Position** | Communications Manager |
| **Reports To** | Chief Executive Officer |
| **Location** | This role is fully remote with occasional meetings in Dublin.  We understand the importance of flexibility and work-life balance. You can work from anywhere in Ireland, with only occasional travel required for staff meetings in the Mater Hospital office (Dublin), typically once a month or less.  This setup provides a great opportunity for those who thrive in a remote environment, are driven, and value flexibility, while still being able to collaborate in person when needed. |
| **Hours** | This role is 0.5 FTE (18.5 hours per week)  This part-time position offers a consistent schedule of 18.5 hours per week, spread across Monday to Thursday mornings. With Fridays off, the hours are designed to provide a balanced workday that fits well around other commitments. |
| **What we offer** | * A flexible, part-time role with the opportunity to work remotely. * A competitive salary. The starting salary for this 0.5 FTE role is €41,317 - €44,694 (pro rata) based on experience and qualifications. * 28 days annual leave (pro rata) * The chance to make a meaningful impact within a growing charity. |

**About Parents Plus**

Parents Plus is a charity on a mission to strengthen family relationships and achieve the best possible outcomes for children, young people, and parents.

We develop evidence-based parenting and mental health programmes in collaboration with families and services. We train practitioners to deliver and evaluate these programmes in their organisations and communities, building the capacity of community, mental health, disability, and education services in Ireland and the UK.

Our approach embeds evidence-based practices in services, equips teams with solution-focused practice skills, reduces waiting lists, and improves parent engagement. The programmes create lasting, positive outcomes for families, communities, and services.

Since 1995, Parents Plus has developed eight programmes for services that adapt to diverse family needs. The programmes offer universal support for all families, preventative solutions for disadvantaged and at-risk families, and targeted interventions for high-need families facing complex challenges.

As a charity, all profits from training and materials are reinvested into developing new programmes to meet evolving family needs and sponsoring training and mentoring for services with limited-funding supporting high-need families.

After training, practitioners join our Community of Practice, where they receive ongoing mentoring and support with programme implementation and delivery as well as access to additional resources. We believe that continued support is key to successful programme delivery and achieving positive outcomes for children, young people, and families. The Parents Plus Community of Practice is highly-valued by practitioners once they train.

**The Parents Plus Team**

We are a small but growing charity with a collaborative and flexible team structure. The team is led by the CEO, who works closely with the Clinical Director, Head of Practice and Implementation and Finance and Governance Manager to execute our strategic plan. Supporting the Executive team, are the Programme Manager, Impact Lead, Disability Programme Lead, and Office Manager, as well as our team of expert trainers, supervisors, researchers and programme developers who bring extensive experience in social work, psychology, speech and language therapy, family support, mental health, community development and education. These experts deliver high-quality training, contribute to our community of practice and supervision, and support the development of our resources. The voluntary Board of Trustees oversees the charity’s work, providing strategic direction and guidance.

The Communications Manager will play an important role within the core team.

**Role Overview**

We’re looking for a driven, creative, and organised Communications Manager to join our growing team at Parents Plus. If you’re passionate about our work and have at least four years of solid experience in communications, particularly within the nonprofit or public health sectors, this could be the role for you.

You will lead the communications and marketing function at Parents Plus.You’ll be responsible for creating engaging digital content, including social media posts and email campaigns, organising online and in-person events, updating our website, reporting, and coordinating our publications. We’re looking for someone who’s not afraid to juggle different tasks, make insightful decisions, and come up with fresh ideas for how we communicate.

You should be comfortable taking the lead on projects and working independently, as well as working with the team. Above all, we’re excited to find someone who cares about our mission and is eager to make a positive impact.

**Responsibilities**

* Lead the planning, implementation, and evaluation of all communications and marketing efforts for Parents Plus.
* Manage and grow our social media channels (Facebook, LinkedIn, X) by creating content, scheduling posts, and engaging with our followers. Work closely with our Impact Lead to build and maintain an active online community.
* Create and manage content for different platforms, like social media, email campaigns, the website, and other marketing materials.
* Keep the website up to date with fresh content, news, resources, and updates to ensure it’s always relevant and in line with current campaigns.
* Coordinate the production of publications, including key documents like the annual report.
* Organise and run online and in-person events including handling the logistics, communicating with attendees, promoting the event, and following up after it’s over.
* Ensure the Parents Plus brand is consistent by maintaining a clear and unified message and visual style across all communications.
* Recommend new ways to communicate with our audience.
* Track and report on the performance of our communications, including website traffic, social media engagement, and campaign results. Use the data to suggest improvements to our approach.

**Essential Experience and Skills**

* A minimum of four years’ experience in a communications or marketing role.
* Strong organisational and project management skills, with the ability to manage multiple tasks and deadlines.
* Strong written and verbal communication skills, with experience in content creation and copywriting.
* Comfortable working independently, making well-informed decisions, and recommending new ways to engage and communicate with audiences effectively.
* Proficiency in digital marketing tools and platforms, including social media management (Facebook, LinkedIn, X), email marketing (Mailchimp), and design (Canva)
* Experience with Google Analytics and social media insights for reporting and analysis.
* Experience in coordinating events and managing suppliers.
* Experience in developing reports and publications, including annual reports.
* Proficiency in website management and basic SEO practices.
* Ability to work both independently and as part of a collaborative team.

**Desirable Experience and Skills**

* Experience in the nonprofit or public health sector.
* Familiarity with PPC and paid advertising strategies.

**How to Apply**

If you believe you are a good fit for this role and would enjoy working with us, we want to hear from you! Please ensure your application includes the following:

1. Provide your up-to-date **CV** outlining your experience and qualifications.
2. A **cover letter**, telling us why you would like to join the Parents Plus team and how your experience aligns with this role.
3. Two samples of your **recent work** to showcase your skills and experience. These might include social media content, marketing materials, publications, and written materials. Please explain your role in the creation of the work and any measurable outcomes.

Submit your application by emailing [admin@parentsplus.ie](mailto:admin@parentsplus.ie) with the subject line ‘Communications Manager’. The closing date for applications is **Monday, 6th January 2025 at 5pm**. Candidates must have capacity/permission to reside and work in the EU.

Shortlisting will apply. We anticipate conducting interviews in mid-January, with the successful candidate starting in February 2025.