

Job Description - Communications and Social Media Officer

Publication date: 3rd June 2025

Closing Date: 26th June 2025

Interview schedule: 7th and 8th July 2025

Description

AONTAS is seeking a dynamic and creative Communications and Social Media Officer to join our team on a one-year fixed-term contract. This role supports the delivery of our communications strategy by creating engaging digital content and managing our social media platforms to promote our work. The ideal candidate will have strong experience in content creation, website editing and event support, along with proficiency in tools like Adobe Premiere and Canva. You will play a key role in developing impactful written and multimedia content for our website, publications such as the Annual Report, and major events like the Adult Learners' Festival.

About AONTAS

Established in 1969, AONTAS, the National Adult Learning Organisation, is a non-governmental membership organisation that promotes that value of adult learning and advocates for the rights of all adults to quality learning across the tertiary education system. We have an unwavering commitment to improving conditions for educationally disadvantaged adult learners. We offer solutions-focused advocacy that is evidence-based, drawing on research and our extensive initiatives that engage with adults who have returned to education. AONTAS is a highly respected and connected non-governmental organisation at national and international levels.

AONTAS is committed to providing a voice for adult learners based on our vision of learning as being truly lifelong and takes account of the myriad benefits of learning to health, personal development, social engagement and community development. AONTAS advocates for an inclusive, learner-centred lifelong learning system that enables adults to have a meaningful learning experience.

Purpose of this role:

- To support AONTAS' communications strategy and deliver quality content to our key audiences
- To create and publish content for social and digital channels to promote AONTAS' work (X, Facebook, LinkedIn, Instagram, Bluesky and www.aontas.com)
- To develop, write and edit strategic and responsive content for the AONTAS website, as well as for key AONTAS publications e.g. our Annual Report.
- To provide event support for key AONTAS events including the Summit, Adult Learners' Festival and our AGM.

Key Responsibilities:

- Generate, edit, publish and share daily content (original text, images, video) that builds meaningful connections and encourages community members to act
- Concept development, creation and publication of strategic video content on AONTAS website and social channels
- Ensure content is current and responds in a timely way to emerging information, trends, threats, opportunities and lifelong learning sector landscapes
- Support the updating of www.aontas.com through Word Press
- Develop, write and edit strategic content for aontas.com and ensure there are regular updates on the news and blog sections of the website
- Develop, write and edit content for the AONTAS Annual Report, Impact Report and other internal publications
- Support the delivery of the Summit, STAR Awards, Adult Learners' Festival and other key events

Contributing to AONTAS:

This list of responsibilities is not exhaustive and may vary from time to time, to provide for change. You will be required to perform such other duties as may reasonably be required of you by AONTAS. At all times, employees must operate to the highest professional, ethical, and performance standards.

Candidate Profile

Core Requirements:

- Degree in communication studies, Public Relations, English or relevant area.
- Proven experience in managing and monitoring an organisation's digital and social media channels
- Experience in the use of Adobe Premiere, Canva and Word Press.
- Experience in strategic communications including the development of media articles, reports, and blogs.
- Experience of content writing that supports an organisation's key goals
- Experience in organising and supporting large-scale events

Preferred Experience:

- Knowledge of the Irish adult and community education sector.
- Experience working in a non-government organisation.
- Has successfully shown their ability to work collaboratively within and across teams and manage multiple programmes of work.

Personal Characteristics:

- A strong commitment to goals of educational equality, social justice, and empowerment
- High level of professional responsibility and integrity
- Ability to communicate effectively with colleagues and stakeholders in a constructive and approachable manner
- Ability to multi-task and deliver on multiple priorities with a track record of delivering work on time and to a high standard
- Capacity to work in partnership with colleagues and stakeholders
- Committed to a socially inclusive and positive working environment, championing shared values and being empathetic towards others
- Curious and open-minded, with the ability to listen, and explore new ideas and alternatives.

Points of Information:

- The 'day-to-day' activities of this role involve creating and delivering content on a wide range of work. Please read more about AONTAS' activities here: www.aontas.com

- The candidate will report to the Head of Impact and Engagement.
- The role is a one-year fixed term contract
- During parts of 2024-2025, the Communications and Impact and Engagement Teams will merge to cover a period of leave of absence.
- AONTAS is a collaborative organisation, team members support each other and work together on cross-team activities.

Measures of Success:

- Maintain and grow AONTAS' reach and engagement on all social media channels
- Ensure a consistent delivery of high standard written content for the news and blog sections of aontas.com, as well as key AONTAS publications
- Successful delivery of key AONTAS events including the Summit, Adult Learners Festival and AGM.

Benefits:

- Hybrid Working Policy
- Flexible Hours Policy (start between 8 am to 10 am and finish from 4 pm to 6 pm)
- Attractive pension and income protection scheme for staff, after a successful probation period
- Employee Assistance Programme (EAP)
- Equipment provided by AONTAS (laptop and phone for work use)
- Funded conference fees
- Flexibility and support (for example, persons with additional/different needs, caring obligations or other)
- Funded professional development opportunities
- Opportunities to engage with and travel for EU programmes
- Cycle to Work Scheme
- A highly motivated and collaborative team
- Public transport is easily accessible and free on-site parking
- On-site kitchen and facilities in the AONTAS office

Annual Salary

The salary scale for this role is €35,000 - €36,555 - €39,700 - €42,800 - €44,370 - €46,900 - €49,110 - €50,216

Applications

Closing Date: 26th June 2025

Interview schedule: 7th and 8th July 2025

Interview activity:

Candidates invited for interview will be asked to prepare a presentation. This must be submitted by the indicated deadline.

Please submit a detailed cover letter that outlines your relevant experience and potential contribution to this role, a curriculum vitae, and answer the questions posed below in full. If these three parts are not finalised, it will be considered an incomplete application.

Questions:

1. Please tell us why you would like to work in the field of adult learning.
2. Can you describe how you would strategically use AONTAS' social media and digital platforms to amplify our key messages and engage a broader audience

Please apply using this link: <https://apply.workable.com/aontas/j/635ABE7E8D/>

AONTAS is an Equal Opportunities Employer.

Please let us know if we can provide you with further information or make reasonable adaptations to this process, to suit your needs.