

# Job Description:

## Director of Advocacy & Communications

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<b>Salary</b>	€59,953-€67,006 depending on experience
<b>Hours:</b>	Full-time, 35 hrs per week
<b>Reporting To:</b>	CEO
<b>Reports:</b>	Communications Coordinator Policy and Participation Coordinator Digital Communications Officer
<b>Supported By:</b>	Senior Leadership Team
<b>Term:</b>	1-year fixed term contract, renewable subject to funding and performance
<b>Starting Date:</b>	ASAP
<b>Application Deadline:</b>	10:00am, Tuesday August 5th

### Overview

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Belong To's vision is for a world where lesbian, gay, bisexual, transgender, and queer (LGBTQ+) young people are safe to shine and can confidently shape their own futures. We work with and for LGBTQ+ young peoples to achieve our vision and create a society where we all belong. We do this through youth work, community engagement, changing attitudes, and research.

Our core values are those of inclusion, integrity, and respect, in an environment of honesty and openness. Our purpose is to create a welcoming, supportive, safe and fun space for LGBTQ+ young people. We are committed to collaboration and youth participation. We believe in solidarity and intersectional equality, and our work focuses on human rights and social justice. We are dedicated to continuous improvement in everything we do.

The Director of Advocacy and Communications leads the organisations communications, public affairs, policy and research work. This individual will contribute to the effective management of the organisation as a member of the Senior Leadership Team, and has

overall responsibility for the development, management and implementation of Belong To's communications, advocacy, research and campaigns to support and advance the organisation's objectives and mission.

## Staff Benefits

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Belong To provides staff members with an array of benefits and supports that increase their financial security, health, and well-being. We also support staff members to develop professionally and promote a healthy work life balance. Some of these discretionary benefits and supports include:

- Paid time off, including 26 holiday days, and following successful completion of probation access to our discretionary sick leave, parental leave, and bereavement leave schemes
- Educational assistance programmes (including paid study/ exam leave and an educational fund towards the costs of fees)
- An Employee Assistance Programme (EAP) covering you, and your loved ones.
- A death in service benefit which will pay a lump sum of x4 times your salary to your loved ones in the event of your untimely passing
- Family flexible working hours
- Hybrid Working arrangements
- Tax saver tickets and cycle to work scheme
- Staff coaching and mentoring programmes
- Staff training and development opportunities
- Staff wellness programmes
- Pension contributions (upon completion of 6-month probationary period)

## Key Responsibilities and Duties

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### Leadership and Management

- As a member of the Senior Leadership Team, support the CEO to manage the organisation and to implement strategic and operational plans.
- Actively lead and contribute to strategic planning, work planning, budgetary planning, board reporting, funding reports and evaluation activities.
- Lead, manage and mentor the Advocacy and Communications Department, offering support and ensuring every member of the team delivers on their individual objectives as well as the Department's strategic goals.

### Communications

- Oversee all external communications for Belong To, ensuring that its message is consistent and engaging.

- Oversee the development and implementation of Belong To's Communications Strategy, Digital Media Strategy and Political Engagement Strategy.
- Actively engage, cultivate, and manage press relationships.
- Grow awareness of Belong To's work among stakeholders through multiple channels.
- Oversee the campaign process from campaign design, implementation to delivery.
- Manage annual plans, reviews and evaluations on the progress of communications.
- Be informed about the internal and wider political, economic, social, and environmental factors which influence Belong To's communications efforts.
- Create and train a panel of spokespeople for the organisation comprised of key stakeholders.
- Provide advice to internal stakeholders about marketing and communication strategies, including positioning, marketing mix, advising on target audiences and best ways to communicate with them, ensuring organisational objectives are met.
- Support staff to clarify objectives for communications campaigns by showcasing best practice.

### **Advocacy**

- Lead and manage Belong To's key campaigns and election campaigns.
- Develop and implement influencing strategies with key stakeholders and decision-makers.
- Lead Belong To's national post-primary school campaign Stand Up Awareness Week.
- Work with the CEO to influence the government's agenda to ensure that LGBTQ+ young people's needs and rights are reflected in the national political agenda.
- Advocate for, and advance the health, safety, and equality of LGBTQ+ young people across a range of stakeholder groups.
- Oversee the development and implementation of Belong To's Research Strategy, and the promotion and dissemination of research to support Belong To's advocacy.

### **Branding and Event Management**

- Ensure consistent implementation of brand identity guidelines and style guide.
- Produce annual reports which ensure the improvement of financial accessibility, accountability, and transparency.
- Coordinate the production of the organisation's communications content including the annual report, newsletters and resources and publications.
- Assist with event coordination including publicity, speeches, briefing documents, guest lists, invitations and running order.

### **Note**

This job description is not a definitive list of tasks; rather it is designed to give an overview of the job. It is envisaged that the post-holder will use their own initiative and develop the job under guidance so that the organisation's aims are achieved. It should be noted that the organisation is dynamic and fast paced and it may be necessary to step beyond the areas outlined above to support others from time to time.

## Functional Competencies

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### Essential

- Five years' experience in a communications, marketing, public relations, public affairs or journalism role.
- Qualification in a relevant discipline, preferably a Master's Degree or higher, in communications.
- A minimum of two years' experience managing people in a communications team.
- Experience in creating and implementing communications and/or policy strategies.
- Experience managing the implementation, tracking and measurement of public campaigns and communications activities.
- Experience in project management with a proven track record in delivering on objectives.
- Excellent understanding of the Irish public affairs landscape.
- Demonstrated ability to think strategically and to identify opportunities.
- Highly developed budgeting skills.
- Very strong interpersonal skills and high emotional intelligence
- Excellent verbal and written communication skills and presentation skills.
- Good attention to detail, accuracy in written work in particular.
- Results focused with strong administrative and organisational skills.
- Ability to work calmly under pressure and within a small dynamic team.
- Ability to manage a complex workload and work to tight deadlines.
- Excellent IT skills and experience of working within Office 365, PowerPoint, CRM systems (Salesforce), Mass Email tools (Campaign Monitor) and social media (Sprout, LinkedIn, Facebook etc.).

### Desirable

- Knowledge and understanding of human rights, in particular the human rights of LGBTQ+ young people.
- Experience of representing an organisation to the public and/or media.

## Behavioural Competencies

<b>Effective Communication</b> <i>Able to effectively present to and facilitate influential groups either within the organisation or externally. Influences outcomes</i>	
<ul style="list-style-type: none"><li>◆ Develops strategic proposals and policies in a style and language necessary to guide, inform, and/or persuade.</li><li>◆ Capable of communicating to diverse audiences.</li><li>◆ Effectively influences outcomes, sells the benefits of the position they are proposing, and negotiates to find solutions that the majority will accept.</li><li>◆ Is aware of organisational politics when communicating.</li><li>◆ Creates and implements appropriate communication strategies to support projects.</li></ul>	<b>Level 5</b>
<b>Effective Relationships and Networking</b> <i>Develops internal/external relationships with the organisation's focus, to resolve both short-term issues and advance longer-term projects/work.</i>	
<ul style="list-style-type: none"><li>◆ Identifies networks/committees which would be of benefit to the organisation.</li><li>◆ Ensures that the organisation is represented at fora that are considered of importance to the organisation.</li><li>◆ Develops relationships through attendance/participation at national or international committees/events which will keep profile of the organisation high.</li><li>◆ Uses networks and relationships to build support for ideas and achieve results.</li><li>◆ Is able to influence others in a positive way.</li></ul>	<b>Level 5</b>
<b>Innovative and Creative Thinking</b> <i>Identifies designs and develops innovative programmes and processes.</i>	
<ul style="list-style-type: none"><li>◆ The ability to create a viable solution from a blank page - demonstrates lateral thinking.</li><li>◆ Keeps up-to-date with best practice in all sectors and seeks opportunities to implement it within the organisation.</li><li>◆ Scans the external environment to identify opportunities for organisational growth.</li><li>◆ Encourages others to 'think outside the box'.</li><li>◆ Encourages and values new ideas, perceptions and suggestions.</li><li>◆ Fosters a safe environment in which educated risks are supported.</li></ul>	<b>Level 5</b>

### Thinking and Acting Strategically

*Develops and manages the implementation of plans for own department. Contributes actively to the organisation's strategy.*

- ◆ Designs, develops and implements plans and actions to realise the organisation's goals within own department/team.
- ◆ Aligns the department's goals with the organisation's strategic direction.
- ◆ Can clearly communicate the overarching goals and objectives of own area of responsibility, and puts this into wider departmental and organisational context.
- ◆ Understands the decision-making processes within the organisation.
- ◆ Uses this information for the benefit of own department and to progress wider organisational issues.
- ◆ Is able to articulate strategy to a wider audience.

**Level 5**

### Change, Adaptability & Flexibility

*Involves and motivates others in finding improved ways of working. Manages specific change projects.*

- ◆ Supports others during change.
- ◆ Creates an environment where change is 'the norm' and ways of working are consistently challenged.
- ◆ Actively seeks out information in relation to changes which affect their department/team and puts plans in place to ensure effective implementation
- ◆ Communicates the need and rationale for change.
- ◆ Helps people to develop a clear understanding of what they will need to do differently, as a result of changes.
- ◆ Manages the agreed change implementation process/initiative.

**Level 5**

### Drive for Results

*Contributes to the identification of stretched objectives for delivery. Ensures processes and procedures are in place for the delivery of the service.*

- ◆ Is accountable for the delivery of key department objectives (where appropriate). Sets SMART objectives for self / team (where appropriate).
- ◆ Regularly reviews progress of plans to redirect action when necessary to achieve targets.
- ◆ Strives to raise performance levels of self /others.
- ◆ Uses initiative and looks ahead, considers external developments relevant to own department, identifying trends and emerging patterns when making recommendations to others.

**Level 5**

*\*Please note that listed above are top 6 behavioural competencies applicable to this role and is not the exhaustive list of all competencies relevant to this role.*

## Overview of Practical Arrangements

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### Hours and Place of work

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Full-time, Monday to Friday, with flexible start and finish times and hybrid working in place. The nature of this post requires flexibility in the hours of work and will require occasional work in the evenings, at weekends and regular travel nationally.

The usual place of work shall be in Belong To's office at 13 Parliament Street, Dublin 2.

### Holidays

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In addition to the usual public holidays the annual leave for this position is 26 working days (pro-rata).

### The Protection & Safeguarding of Children and Vulnerable Adults

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Belong To LGBTQ+ Youth Ireland has adopted a policy to protect and safeguard the welfare of clients. The post holder will be required to follow this policy at all times and any offer of employment may be contingent on Garda Vetting and Reference Checks. A copy of the organisation's Safeguarding and [Child Protection Policy and Vetting Policy](#) is available for review on our website.

### Confidentiality

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Due to the nature of this work the post holder will often be party to highly confidential and very personal matters – they must therefore be committed and able to maintain the very highest standards of confidentiality at all times.

### Non-Compete/ Non-Solicitation

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A condition of the contract of employment offered to the successful candidate will be a restrictive covenant commonly known as a non-compete and non-solicitation clause.

### Pre-Employment Health Check

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The successful candidate shall be required to complete a pre-employment medical check and be certified as fit to perform the duties of the role in advance of taking up employment.

### Belong To LGBTQ+ Youth Ireland is an Equal Opportunities Employer.

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We are committed to an inclusive and diverse organisation. We do not discriminate based on race, ethnicity, colour, class, ancestry, national origin, religion, sex, sexual orientation, gender identity or expression, age, disability, anti-body status, marital status, family status, religious belief, membership of the Roma or Travelling community or any other legally protected status.

## Data Protection and Privacy

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The General Data Protection Regulation (GDPR) came into force on the 25<sup>th</sup> of May 2019, replacing the existing data protection framework under the EU Data Protection Directive. When you submit an application for a role with Belong To LGBTQ+ Youth Ireland we create a number of both paper and digital records in your name. Information submitted with a job application is used in processing your application. Where the services of a third party are used in processing your application, it may be required to provide them with information, however all necessary precautions will be taken to ensure the security of your data. To make a request to access your personal data please submit a request by email to [privacy@belongto.org](mailto:privacy@belongto.org) ensuring that you describe the records you seek in the greatest possible detail to enable us to identify the relevant record(s). Information in relation to a candidate's personal data held by Belong To LGBTQ+ Youth Ireland are set out in our [data protection policy](#).

## Shortlisting

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The number of applications received for a position generally exceeds that required to fill the position. While a candidate may meet the eligibility requirements of the competition, if the numbers applying for the position are such that it would not be practical to interview everyone, Belong To LGBTQ+ Youth Ireland may decide that a smaller number will be called to the next stage of the selection process.

In this respect, Belong To provides for the employment of a shortlisting process to select a group who, based on an examination of the application forms, appear to be the most suitable for the position. This is not to suggest that other candidates are necessarily unsuitable or incapable of undertaking the job, rather that there are some candidates, who based on their application, appear to be better qualified and/or have more relevant experience. An expert panel will examine the application forms against agreed shortlisting criteria based on the requirements of the position. The shortlisting criteria may include both the essential and desirable criteria specified for the position. It is therefore in your own interest to provide a detailed and accurate account of your qualifications/ experience in your application.

As part of the shortlisting process, candidates may be selected to take part in a phone screening interview. An invitation to take part in a phone screening interview will be at the discretion of the Expert Panel and does not guarantee a face-to-face interview.

## Other Important Information

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Belong To LGBTQ+ Youth Ireland will not be responsible for refunding any expenses incurred by candidates.

Should the person recommended for appointment decline, or having accepted it, relinquish it, or if an additional vacancy arises we may at our discretion, select and recommend

another person for appointment on the results of this selection process. A panel may be formed from which future vacancies may be filled.

Once a candidate has accepted an offer of appointment their name will be removed from the panel and no further offers of appointment will be made.

## Submitting an Application

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Please submit a completed application form in advance of the **deadline for applications of 10:00am, Tuesday August 5<sup>th</sup>**.

Applications should be submitted by email to: [jobs@belongto.org](mailto:jobs@belongto.org). Please include “Director of Advocacy and Communications” in the subject line of the email.

We will inform candidates who have been successfully shortlisted. We regret that it is not possible to provide individualised feedback to applicants who have not been shortlisted for interview and we kindly request that you do not call or email seeking feedback. Feedback is available for candidates called to interview.

Interviews are provisionally scheduled to occur on Tuesday 19<sup>th</sup> August in Dublin city centre. If you are unable to attend for interview on this date, please state so clearly on your application form. Belong To may, at its discretion, hold more than 1 round of interviews before selecting the successful candidate.

**Candidates should note that canvassing will disqualify.**