

# We are hiring!

**Marketing &  
Communications Lead**

[www.actedisability.ie](http://www.actedisability.ie)

# Marketing & Communications Lead

**Closing date:** Applications to be received no later than **12 noon** on **Friday 15<sup>th</sup> of August**.

**Interviews:** Interviews for shortlisted candidates will take place in person.

**Salary:** Remuneration will be dependent on qualifications and experience.

**Location:** Excellent working conditions in our offices located at the Kerry Sports Academy Co. Kerry or Irish Sport HQ, Sport Ireland Campus, Dublin 15. The successful candidate will be based in one of our offices and this will be their registered place of work. Opportunity for hybrid working arrangements also available.

**Company benefits:** Access to Active Disability Ireland benefits, outlined in final page of this advert.

**Contract type:** This is a 1-year fixed term contract, renewal subject to continued annual funding from our funding partners.

## Background:

Active Disability Ireland is seeking to employ a full-time Marketing and Communications Lead to shape and deliver impactful messaging that enhances opportunities for people with disabilities to participate in sport and physical activity across Ireland. This role will align closely to the strategic and operational plans of Active Disability Ireland to support the development, and delivery of national campaigns, strategic communication initiatives, and public engagement.

Active Disability Ireland is a national pan-disability sport and physical activity organisation. We are committed to working in collaboration with national and local partners to enhance the range, quality, and visibility of participation opportunities for people with disabilities in sport and physical activity.

Over the past 18 years Active Disability Ireland has been supporting the work of the Local Sports Partnerships, National Governing Bodies of Sport and other sectors including Education, Health and Community, specific to the inclusion of people with disabilities in sport and physical activity. In supporting the implementation of several national policies, we are seeking to employ a communication and marketing lead to support the development and delivery of our communications strategy, enhance our brand use and increase public awareness and reach of our organisation. This is a pivotal role that will shape how we connect with key audiences—including people with disabilities, sport and community organisations, policymakers, and the public.

## Job Purpose:

This role requires a proactive, creative leader with a strong background in marketing, media, and strategic communications. You'll be responsible for amplifying our mission, driving awareness of our programmes, and ensuring all communications reflect the organisation's inclusive values and national impact.

You will play a key role in supporting and promoting national initiatives and programmes including:

- The Xcessible Programme and Xcessible Club Toolkit, which guide organisations in becoming more inclusive.
- The Sports Inclusion Disability Charter, a national commitment to inclusive physical activity and sport for people with disabilities.
- The I'm In Too campaign, designed to increase visibility and representation of people with disabilities in sport and physical activity.
- Active Healthy Me programme aimed at supporting disability services in creating more physical activity opportunities for service users.
- National Training & Education Framework.
- National annual conference.

This is a fantastic opportunity for a motivated and creative professional to make a meaningful impact and help deliver on our vision of:

“An Ireland where people with disabilities have equal opportunity to be active.”

## Key Responsibilities

- Lead the development and implementation of a national marketing and communications strategy aligned with our organisational goals.
- Act as brand guardian—ensuring consistency, professionalism and accessibility across all communications and platforms.
- Provide strategic advice to the CEO and management team on key messaging, public engagement, and reputation management.
- Support programme leads and officers to deliver on high-impact campaigns that promote inclusive opportunities and influence social attitudes and policy.

## Campaigns and Content

- Design and deliver engaging multi-channel campaigns to promote training, events, research, and inclusive physical activity initiatives.
- Manage the creation of high-quality digital and print materials including reports, toolkits, video content, blogs, and newsletters.
- Oversee social media presence and digital content strategy to build reach, visibility and engagement.
- Champion accessible communications that reflect diverse lived experiences of people with disabilities.

## Stakeholder Engagement

- Develop and maintain strong relationships with media, partners, funders, and advocacy networks.
- Support internal teams with messaging, communications planning, and events promotion.
- Coordinate PR opportunities, media releases, thought leadership articles, and public speaking engagements for senior staff.

## Digital and Data

- Manage and oversee website content production and administration including the planning and creation of regular and engaging content for Active Disability Ireland.
- Monitor insights, evaluate impact of digital campaigns and report on KPIs for communications activity.
- Create engaging digital content to tell Active Disability's Ireland's story to our current and new target audiences.

## Person Specification

- Essential Qualifications and Experience:
- A third-level qualification (Level 8 NFQ or above) in Marketing, Communications, Journalism, PR or a related field.
- Minimum 3 years' experience in a senior communications, marketing, or media role with evidence of leadership.
- Proven track record in designing, developing and implementing strategic marketing and communications plans.
- Excellent written, visual and verbal communication skills, with the ability to tailor messaging for diverse audiences.
- High level of proficiency in digital tools, social media, and Adobe Creative Suite.
- Extensive knowledge of social media (X, Facebook, Instagram and LinkedIn) and the use of metrics to inform campaign strategy and planning.
- Demonstrated experience managing brand, campaign development, and content production.
- Experience using analytics to measure and optimise campaign performance.
- Strong project management skills with the ability to manage competing priorities and lead cross-functional collaboration.
- A commitment to equality, inclusion, and the rights of people with disabilities.

## Key Skills & Competencies

- Exceptional interpersonal and stakeholder engagement skills.
- Capable and comfortable with managing a busy workload, able to prioritise tasks effectively, and meeting tight deadlines.
- Strong strategic thinking, organisational, and project management capabilities.
- Excellent communication skills (written, verbal, and presentation).
- Ability to work independently, flexibly, and as part of a multidisciplinary team.



- Skilled in data-informed decision-making and impact reporting.
- Strong leadership.
- Value working with a team and creating a positive culture.
- Ability to manage multiple projects independently and as part of a team.

## Desirable

- Knowledge of the sport, community, health, or disability sector in Ireland.
- Experience producing accessible communications and inclusive content.
- Background in media relations, public affairs, or advocacy communications.

## Additional Information

- National travel may be required.
- Flexibility in working hours to accommodate occasional evening/weekend events.

## Application Process

Applicants must clearly demonstrate, with relevant examples, how they meet the essential criteria. Only those meeting the requirements will be shortlisted for the next stage.

Please note: This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and can be amended in the light of the changing needs of the organisation.

Suitable candidates should apply by completing the attached application. Closing date for applications is **12 noon on the 15<sup>th</sup> of August.**

Please submit your application form electronically to Cathriona Curtin, Business Support Manager at [ccurtin@activedisability.ie](mailto:ccurtin@activedisability.ie)

Queries may be directed to Stephanie Mac Sweeney Strategic Operations Manager at [smacsweeney@activedisability.ie](mailto:smacsweeney@activedisability.ie)

Active Disability Ireland is an equal opportunities employer and all applications will be treated in strict confidence. Should you require additional supports during the application or recruitment process, please let us know.

# Employee Benefits



Paid annual leave starting at **23** days

- + 1 paid company day - Good Friday
- + 2 days after 3 years service
- + 4 days after 5 years service



Paid **Personal Days** starting at **3** days (Pro Rata)

- 4 Paid personal days after 1 years service
- 5 Total paid personal days after 2 years service



Enrolment to company pension scheme matched up to **5%** after successful completion of probation ( **6 months** service)



**1** day paid birthday leave after 2 years service



**Hybrid** working environment



Internal CPD in first 6 months

- + 2 development hours per week after completion of probation (6 months service)
- + External CPD opportunities after 1 years service

**Company contributions for:**

Maternity leave  
Paternity leave  
Adoptive leave



- + Paid leave for antenatal classes

**365** day access to Employee Assistance Programme



**2** days paid wedding leave

**Other leave entitlements include:**

- Carers' leave
- Parental leave
- Bereavement & Compassionate leave
- Force majeure leave
- Statutory sick pay



**2** Annual teambuilding days



Bike to work scheme after 1 years service



Induction programme



Company sick pay scheme



Paid jury leave



Time Off In Lieu (Where applicable)

Annual **Volunteer** team day

