



AIIHPC

All Ireland Institute of
Hospice and Palliative Care

JOB DESCRIPTION & PERSON SPECIFICATION

COMMUNICATIONS PROJECT MANAGER

0.8 WTE / 28 hours

Specified Purpose Contract – 16 October 2026

All Ireland Institute of Hospice and Palliative Care (AIHPC)

Job Title:	Communications Project Manager
Role Purpose	Specified Purpose Contract
Responsible and accountable to:	CEO AIHPC
Reporting to:	Programme Manager – Policy and Engagement

Role and Function of the Communications Project Manager

The All Ireland Institute of Hospice and Palliative Care (AIHPC) is a collaborative of 27 members including hospices, universities, health and social care organisations and charities on the island of Ireland working together to improve palliative care and quality of life for people living with life-limiting conditions and their carers. AIHPC plays a pivotal role in supporting collaboration across palliative care education, research, policy and practice.

Reporting to a Programme Manager for Policy and Engagement, the Communications Project Manager will develop and implement communications plans and associated activities in pursuance of AIHPC's mission to improve palliative care, across all AIHPC's work areas.

The post-holder will identify mechanisms through which AIHPC can promote greater understanding of palliative care through supporting Palliative Care Week, the promotion of The Palliative Hub and AIHPC's research, policy and engagement and education and practice programmes while also generating awareness of AIHPC across the island of Ireland and internationally.

This post is based in the AIHPC Office, Education and Research Centre, Our Lady's Hospice & Care Centre, Harold's Cross, Dublin 6w, with accommodation of a mix of office and remote-based working arrangements.

Key responsibilities

- Support planning and delivery of Palliative Care Week, including working with outside agencies contracted to deliver on aspects of the work, developing integrated communication activities and social media packages to be used during the campaign
- Manage all planning and social media content for Palliative Care Week, supported by the Programme Manager
- Contribute towards the evaluation of Palliative Care Week campaign as well leading on the writing the report
- Develop positive working relationships within AIHPC, with AIHPC's member organisations, with people with palliative and end of life care needs, and with key stakeholders in the palliative care sector
- Promote the work of the Institute to member organisations and key stakeholders across all AIHPC's work programmes including research, education and practice and policy and

engagement. In addition, support team members with targeting information to member organisations and increasing the Institute's market penetration within member organisations including within the CRM Database

- Support the Programme Manager with the capture of personal stories to support increased understanding of palliative care and for educational use, including video content and other assets for print, broadcast, and online use.
- Co-ordinate the development of the Institute's communication content and resources, including researching new content, graphics, images, design ideas, and the dissemination of promotional assets to increase understanding of palliative care, for use across a range of platforms
- Support with the development of content for all AIIHPC's communication channels, including AIIHPC newsletter, website, The Palliative Hub, social media and other communication channels, to support the delivery of AIIHPC priorities
- Promote and market The Palliative Hub to the public and to health and social care professionals, researchers and educators, including the development and dissemination of associated marketing information
- Develop AIIHPC social media channels including monitoring, responding, and posting content as well as identifying opportunities for growth
- Work across AIIHPC work areas to identify from a communications perspective, the links and synergies that may exist across the areas and ensure a seamless approach to integrated communications activity for the organisation
- Lead on updating the AIIHPC website including liaising with Managers regarding updating the areas they are responsible for, to ensure consistency of language and content management across all working areas of AIIHPC.
- Support event organisation and lead on the promotion of Palliative Care Week events and activities, as well as other key AIIHPC events
- Work with CEO and Programme Managers to manage responses to ad hoc media requests to AIIHPC
- Prepare communications briefings for AIIHPC CEO and senior staff
- Ongoing monitoring of policy developments, report launches etc. across the island of Ireland and internationally which may be of interest to palliative care and AIIHPC.
- Attend events as required to promote the work of AIIHPC and connect with AIIHPC Member organisations and the wider palliative care sector

To perform such other duties appropriate to the post as may be assigned from time to time by the line manager

PERSON SPECIFICATION COMMUNICATIONS PROJECT MANAGER

FACTORS	ESSENTIAL	DESIRABLE (may be used for shortlisting)
Experience	1. A minimum of 3 years' experience in a communications role in the past 5 years	5+ years relevant experience.
Qualifications	2. Degree or recognised Professional Qualification or equivalent in Communications, Marketing or Public Relations or equivalent discipline	
Core Competencies	<ul style="list-style-type: none"> • Excellent standard of verbal and written communication skills including writing for public use, editing and proofreading • Experience of developing and implementing integrated communications/marketing campaigns • Knowledge & experience of developing accessible, creative content for various channels • Knowledge & experience in developing and tracking social media content, and managing digital media channels • An ability to prioritise, perform under pressure, meet tight deadlines, and project manage a number of initiatives • Excellent IT skills; including MS Office suite • Ability to work cooperatively with a range of people, both individually and with groups and organisations 	<ul style="list-style-type: none"> • Experience of communications in a health care environment • Experience of working across the island of Ireland • An understanding of the community and voluntary sector • Knowledge and understanding of palliative and end of life care
Transport	<ul style="list-style-type: none"> • Have a current full driving licence and have access to a form of transport to allow them to undertake the functions of the post 	

CONDITIONS OF APPOINTMENT:

WORKING BASE: This post is based in Dublin at AIHPC Office, Education and Research Centre, Our Lady's Hospice, Harold's Cross. The post-holder will be required to travel within the Republic of Ireland and Northern Ireland and occasionally outside the island of Ireland as required.

SALARY SCALE: €53,018 - €59,541 pro rota. Salary will be strictly based on experience

The successful candidate's salary will be calculated strictly on the number of years of relevant/comparable experience, i.e. each year of relevant/comparable experience will decide the point at which your salary will be between the 1st and last point of the pay scale above.

The post holder is required to pay to the Institute any fees or other monies (other than inclusive salary) payable to or received by the post holder by virtue of the appointment or in respect of services, which the post holder is required by or under any enactment to perform.

HOLIDAYS: **26 days** per annum (pro rota)

HEALTH: A candidate for and any person holding the post must be fully competent and capable of undertaking the duties attached to the post and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service. To satisfy the requirements as to health, the successful candidate, before being appointed, shall undergo a pre-employment medical.

CONTRACTUAL HOURS **28** hours per week. The starting and finishing times may vary in accordance with Institute needs. There will be times when you will be required to work outside of the normal office hours.

The post will be filled on a whole-time as a Specified Purpose Contract until 16 October 2026.

Superannuation:

The Institute will make a 7% contribution towards a pension scheme and employee contributions are mandatory at a minimum rate of 7% of gross basic salary.

Probation:

The person shall be on probation for a period of two months and shall cease to hold office at the end of the period of probation unless during such period the CEO certifies that the service in the office has been satisfactory.

Resignation:

The post holder must give not less than one month's notice in writing of intention to resign from the post.

Expenses:

All expenses incurred related to travel and other work-related expenses will be reimbursed on a vouched basis as determined by the policies of the Institute.

Other terms and conditions will be in line with the policies of the Institute.

AIHPC is committed to treating its employees equally irrespective of race, religion, age, gender, sexual orientation, marital status, disability, family status and ethnic origin.