

Higher Executive Officer – Senior Strategic Engagement and Communications

POST	Senior Strategic Engagement and Communications Officer
REPORTING TO	Head of Strategic Engagement and Communications
PAY GRADE	Léargas utilises civil service pay scales. Appointment refers to Higher Executive Officer (HEO) and salary is offered at point 1 €57,122 (please note: the starting pay scale at point 1 is non-negotiable)
APPLICATION DEADLINE	5 p.m. on 9 th January 2025
SUBMIT APPLICATION TO	Send your cover letter and CV to recruit@leargas.ie (see application process details below)

Who we are

Léargas manage national and international exchange programmes in education, youth and community work, & vocational education and training. These exchanges connect people in different communicates and countries & bring an international dimension to the work of organisations across Ireland. We are the National Agency for the European Solidarity Corps programme & Erasmus+ programme in Adult education, School education, VET, Youth & Sport.

We have built a national and international reputation for effectively managing significant levels of funding to support international collaboration and exchange.

Léargas is a company limited by guarantee and a registered charity (CHY number 8317). We work under the aegis of the Department of Further and Higher Education, Research, Innovation and Science and our board is appointed by the Minister.

Role Overview

The Senior Strategic Engagement and Communication Officer will drive strategic communication initiatives that align with Léargas' mission and programmes. This role involves leading a dynamic communications team, delivering impactful campaigns, managing digital and brand development, contributing to strategic developments and engaging with diverse stakeholders to enhance organisational visibility and influence.

Key Responsibilities

Strategic and Organisational Development

- Collaborate with the Head of SEC to develop and implement a communication and marketing strategy that reflects Léargas' Strategic Plan and flagship programme strategies.
- Ensure consistent application of Léargas' new Strategic Plan across communication channels and equip internal teams with cohesive messaging.
- Lead the project management, content development and design of Léargas' annual report.
- Regularly review and refine communication guidelines and processes, such as Léargas' Social Media Guidelines

Team Leadership and Operations

- Lead, coach, and support communication officers to deliver high-quality external outputs and internal communication supports.
- Manage organisation-wide communication tasks, effectively balancing priorities across teams, delegating responsibilities and advising on creative direction and communication approaches.
- Conduct regular 1:1s with team members, providing feedback and reporting progress to the Head of SEC.
- Oversee communication team admin, including monitoring and maintenance, calendar updates, quarterly reports and board reports, and task delegation, ensuring deadlines are met.

Brand Management

- Maintain a consistent organisational voice, branding, and messaging across all channels.
- Lead the development of organisational and programme branding, ensuring accessibility and cohesion.
- Provide branding and messaging resources and templates to internal teams and external stakeholders to support their work.

Campaign and Content Management

- Lead the team to plan and execute multimedia campaigns to inform and raise awareness of Léargas, its programmes, and European Commission initiatives.
- Guide the team through campaign ideation, planning, and implementation processes.
- Oversee the creation, review, and scheduling of content for social media and email marketing.
- Oversee website updates and maintenance, ensuring content remains up to date.
- Evaluate existing content management platforms, researching alternatives to enhance targeting and social listening capabilities. Lead platform migrations if necessary.

Event Management

- Lead the planning and execution of key organisational events, including Léargas' annual cross-sectoral event and the launch of new key initiatives.
- Coordinate other events as needed to support campaigns and special initiatives.

Crisis Communications

- Collaborate with the Crisis Communications Team to develop and maintain crisis communication plans, including simulations and annual updates to policies and processes.
- Monitor for potential reputational risks and escalate issues to management accordingly.

Stakeholder Engagement

- Represent Léargas at key national and international network meetings, including the annual Communication Network Conference and other training events.

- Build and maintain relationships with stakeholders, collaborating on joint initiatives and events where relevant and impactful.
- Work with the Head of SEC to identify and pursue future engagement opportunities with targeted outreach strategies.

Qualifications

Experience

- Third-level qualification in relevant subject area (Communications, Marketing, Digital Media or similar) or extensive related experience.
- 2 years of experience in leading people and communication activities within an organisation
- Experience writing for various media and audiences.
- Desirable: Project management qualification / experience

Essential Skills

- Excellent communication and decision-making skills, adept at navigating competing priorities and handling challenging conversations effectively.
- Resourceful and capable of investigating, learning, and implementing solutions to independently and flexibly.
- Skilled in identifying and addressing reputational risks with balanced judgment and a solutions-focused mindset.
- Exceptional writing skills for diverse formats, coupled with the ability to provide creative direction and constructive feedback.
- Strong strategic thinking to align tasks with organisational goals, paired with adaptable, leadership and coaching abilities to manage teams collaboratively.
- Maintains up-to-date knowledge of communication industry trends and best practices, applying insights to enhance communication strategies.

Technical Proficiency

Essential

- Proficiency in social media platforms (Facebook, Instagram, LinkedIn, X) and ideally Meta Business Suite.
- Experience with email marketing platforms
- Skilled in Canva and WordPress.

Desirable:

- Familiarity with HubSpot or similar content management systems.
- Knowledge of Adobe Creative Suite (Photoshop, Illustrator).
- Experience using google analytics

Key competencies required.

- Team Leadership
- Judgement, analysis and decision making

- Management and delivery of results
- Interpersonal and communication skills
- Specialist knowledge, expertise and self-development
- Drive and commitment to public sector, European and Léargas values

General requirements of all Léargas staff

We expect our people to show leadership, exceptional organisational and planning skills, and to be analytical and conceptual thinkers with excellent IT, networking and influencing skills. We expect excellent interpersonal and communication skills, including presentation skills, combined with an ability to fit within a team that works to support the vision and mission of Léargas.

Application Process

Send your CV and a letter of motivation (max 2 pages) to recruit@leargas.ie to reach us no later than 5pm on 9th January 2024. Interviews to take place week of 20th January 2025.

In your letter of motivation, using the Public Service Competency model for Higher Executive Officer, please detail your experience under each listed competency, and demonstrate how these will support your delivery of objectives in this role.

A panel of successful candidates may be formed following interviews, and candidates placed on the panel may be considered for future vacancies. Should a work permit be required for employment in Ireland, candidates must bring this to Léargas' attention and obtain the necessary documentation.

Working Conditions

- Location: Dublin, with frequent national and international travel required.
- Hours: 35 hours per week in a flexible work environment.
- Hybrid Work Arrangement: Combination of office, home, and on-site work.
- Benefits:
 - Generous annual leave
 - Defined contribution pension scheme
 - Staff development and further education support
 - Flexible working
 - Paid sick leave scheme
 - Death in service benefit
 - Employee Assistance Programme

Léargas is an equal opportunities employer and welcomes applications from people with disabilities.

