**Age & Opportunity**

**PR, Communications and Marketing Manager**

***Person Specification***

This person specification sets out the various criteria which are **essential** for the post and by which we will assess your application.

Education

A degree-level qualification in a PR, Communications or Marketing or an equivalent field is essential.

Experience

A minimum of five years proven track record of experience and achievement in the field of marketing or communications or public/media relations, preferably at a senior level is essential.

Skills

* Demonstrated leadership, management, negotiation and interpersonal skills serving a diverse range of stakeholders
* Outstanding writing, communication and presentation skills and be highly competent in copywriting, editing and proofreading
* Be self-driven with be able to motivate others to ambitious targets and strict deadlines
* An ability to remain calm under pressure, and respond quickly to changing demands and demonstrate strong skills in prioritisation and time management.

- An ability to analyse information quickly and communicate in a concise and articulate manner.

- Display the highest levels of integrity, confidentiality and commitment.

- Display a positive, empathetic, patient, polite and friendly manner

- Display a strong understanding of trends in ageing, of ageism and the issues that older people in Ireland face, and also an understanding of Age & Opportunity's programmes, values, relationships and how they impact on Irish society

- Highly developed organisational skills, with attention to detail

- Experience in social media and managing a digital identity for an organisation

- An ability to work flexibly according to the business requirements and be adaptable to changing circumstances.

**Age & Opportunity**

**PR, Communications and Marketing Manager**

***Job Description***

**Position: Full-time, 37.5 hours per week**

**Reporting to: CEO**

**Direct report: PR, Communications and Marketing Co-ordinator (part-time)**

**Tasks and Responsibilities:**

* Lead the development, management and implementation of an integrated PR, communications and marketing strategy for Age & Opportunity.
* Tell the Age & Opportunity story, managing and developing engagement, brand identity and reputation among all key stakeholder groups on an ongoing basis. Key stakeholders include older people in all walks of life, traditional and new media contacts, programme partners, funders and donors, public sector, local and national government, research bodies, individuals and organisations in allied areas, both nationally and internationally.
* Act as a direct point of contact for media queries and represent Age & Opportunity as a spokesperson across any programme where necessary or as a representative at events, trade shows etc. where necessary.
* Build, manage and foster ongoing relationships with print, broadcast and new media contacts as well as with participants in Age & Opportunity's programmes.
* Work with colleagues to maximise PR, communications and marketing opportunities, preparing annual plans for both marketing and communications, and providing appropriate training.
* Manage the production and distribution of any print or online publications and audience communications produced or maintained by Age & Opportunity and ensure that marketing, promotional, publicity, communications and digital activities are consistent with Age & Opportunity's values and brand.
* Act as a brand champion, ensuring consistent use of the corporate brand.
* Speak publicly at interviews, press conferences and presentations.
* Design, write and produce presentations, press releases, articles, leaflets, in-house journals, case studies, speeches, reports, newsletters, publicity brochures, and information for websites and promotional videos.
* Commission and / or undertake market research.
* Maintain an up-to-date media database.
* Engage with contracted PR/communications/media people.
* Produce videos, devise and co-ordinate photo opportunities and generate other communication or marketing tools as directed.
* Post and interact proactively on social media in line with the organisation’s social media policies.
* Create ads using AdWords account, Facebook and other advertising channels.
* Maintain a photo database.
* Maintain and update websites, and create and curate social media content. Work with other Managers to develop programme related content and copy.
* Co-ordinate the gathering of data and statistics: web and social media, press cuttings etc.
* Manage and develop relationships with key stakeholders and networks and strengthen the organisation’s CRM capacity.
* Manage Age & Opportunity’s audience development planning to engage audiences and increase attendance at events.
* Conduct market research to determine organisational needs and to ensure activity is prioritised and proofed against the organisation's mission and business plan, ensuring that new activity is relevant, existing activity is monitored and measured against needs and refined / reviewed at stages throughout delivery.
* Reinforce a customer focus throughout every area of activity and offer training and mentoring for staff to ensure they manage their programme marketing consistently and completely.
* Manage a part-time PR, Communications and Marketing Coordinator and work with all relevant staff or contractors, e.g. website developers, designers, as required.

**Other Responsibilities**

* Commit to the purpose of Age & Opportunity, and work within the values, policies and procedures of the organisation and in the context of current legislation and regulations.
* Participate in regular supervision with your line manager.
* Actively participate in team and staff meetings and reviews / evaluations and to contribute to the development of policy and practice with your area of work and within Age & Opportunity as an organisation.
* Report any area of concern to your line manager in a timely manner.
* Show reasonable flexibility in relation to hours of attendance to meet the needs of the work. Work during unsocial hours may be required.
* Have a flexible approach to the work in response to organisational change, development and review of best practice.
* Participate in and engage with a performance management programme.
* Identify training needs with your line manager and participate in training opportunities appropriate to the role.
* Be vigilant to any health, safety and welfare risks in the workplace and bring any concerns to the attention of your line manager or Health and Safety representative.
* Contribute as an active member of the team, to the development and support of other initiatives within the organisation
* Promote and represent Age & Opportunity on committees and at events as requested.
* Operate within agreed budgets seeking authorisation for expenditure and to

be accountable for such expenditure authorised, and to ensure the appropriate coding of expenses.

* Follow the procedures outlined in Age & Opportunity’s Staff Manual and procedures.
* Undertake any other tasks as may from time to time be requested.
* Provide written reports as per deadlines requested.