

Opportunity to work with Gay Health Network (GHN)

Title: Communications Director

Employment Type: Specific Purposes Contract

Salary: €25,000 (Inclusive)

Hours: Part-Time 12 Month Contract of 416 Hours over 44 Weeks (10 hours approx. per week with occasional evening and weekend responsibilities)

Location: Offsite and at the GHN Offices at Outhouse LGBT Community Centre, 105 Capel St Dublin, RD1 290.

The Position

This is a key post at Gay Health Network (GHN) to develop and support our ongoing sexual health and wellbeing work. We promote STI and HIV awareness aimed at Men who have Sex with Men (MSM*) in Ireland. It will continue and enhance the development and delivery of the [Man2Man Programme](#), a partnership run by GHN and the HSE's Sexual Health and Crisis Pregnancy Programme (SHCPP). Over the years GHN has continually built on the achievements of the programme in Ireland via social media primarily promoting the information on www.man2man.ie, which is available in four key languages.

About Gay Health Network (GHN)

Founded in 1994, GHN is a network of organisations in Ireland providing the national response for the promotion of HIV prevention and sexual health and wellbeing for MSM. GHN acts as a support, resource, and point of expertise for STI, HIV and community services and MSM.

GHN main objectives

The promotion of HIV prevention and sexual health awareness among MSM nationally, and in specific communities through; its website www.man2man.ie, social media channels, posters, leaflets and booklets as required.

Addressing and challenging HIV-related stigma and discrimination.

Commissioning and publication of key research in the area of HIV and sexual health

among MSM, including men living with HIV and relevant issues.
Ongoing development and promotion of the man2man.ie programme.

For more information click on each heading: [About GHN](#), [Reports](#), [Publications and Campaigns, on Sexual Health Promotions](#) and [Research](#) or go to www.ghn.ie

Developing a GHN Communication Strategy

The development and the delivery of a Communications Strategy is the immediate requirement for the Communications Director. This will allow GHN to deliver on agreed objectives in a planned and competent manner within resources. The Communications Strategy will highlight the management of STI outbreaks and increases in partnership with the HSE. Our communications strategy should also highlight the need to work in partnership and to facilitate community engagement. It needs to be based on good practice theory and include evaluation of recent campaigns, research and analysis of social media initiatives. The strategy will:

- Improve knowledge, attitudes and risk reduction behaviour change
- Be inclusive of target audiences, stakeholders and other relevant bodies.
- Have SMART objectives
- Be based on advocacy, social mobilisation and reduced risk behaviour and social change

Person specification

Ideally the person appointed will have:

Experience

- A minimum of two years' experience in communications, PR and digital marketing
- Experience in a communications environment, handling multiple projects and deadlines
- Confidence in working across traditional and digital media channels
- A knowledge of the Irish media landscape
- Knowledge of the charity sector

Key competencies

- Excellent communications skills, across both traditional and digital channels
- Excellent administration skills, organisation skills and attention to detail
- Excellent interpersonal skills – supportive, kind, proactive, confident and enthusiastic

- Compassionate, sensitive and discreet in all interactions with the community
- Ability to prioritise workload to meet specific targets and deadlines
- Ability to work under pressure within a partnership environment
- Ability to establish, maintain and develop relationships with key stakeholders
- Flexible approach to working hours when necessary
- Ability to work on own initiative
- Flexible approach to working offsite and in conjunction with National and Regional meetings as required

Role Overview:

- The Communications Director will:
- Develop and deliver on a Communications Strategy for the GHN and work with the Operations Manager in their execution.
- Develop and manage the portfolio of Man2man communications activities and work in partnership with the HSE to be actively involved in the development of new campaigns
- Manage and oversee digital marketing activities including social media channels, website and online advertising. You will play an important role in planning and delivering communications across both digital and traditional channels, in line with the overall strategic objectives of the GHN.

Key Responsibilities

Communications and PR

- Providing strategic and operational communications support to all areas of the organisation including, Corporate, Community and Campaign Events.
- Lead out on a communications plan for GHN in collaboration with the GHN membership, key stakeholders and funders to identify communication priorities.
- Planning, developing and executing of a communications plan for all campaigns, activities and stakeholder events with agreed timelines
- Writing for traditional and digital media in-line with GHN's tone of voice and key messaging
- Ensuring brand consistency across all GHN materials
- Assisting with internal communications projects and initiatives across the organisation
- Assisting in the development of communications materials including annual reports

- Building relationships with key media and liaising with outlets on upcoming activities, press releases, announcements and photo-calls
- Building strong relationships with key stakeholders and attend national/local meetings
- Working with third-party suppliers and contractors including agencies, photographers, videographers etc.

Digital Marketing and Communications

- Developing and roll-out of digital marketing plans to support the GHN's objectives, including campaign support and awareness activities
- Managing social media across multiple channels, including content development, scheduling and advertising
- Updating and developing website content and optimising the user journey
- Monitoring and reporting on key online metrics including Google Analytics and social media statistics
- Assisting in the development of new imagery and multi-media content with the HSE

Other Responsibilities

Representing GHN in a professional and competent manner both internally and externally

To apply, please EMAIL your application and cover letter by 23.59hr May 17th 2020 to Mr Bill Foley, Secretary GHN, at info@ghn.ie and a reply email will be sent as receipt.

Depending on travel restrictions, social distance arranged Interviews will take place from the 8th June in Dublin and will include a presentation by candidates on their vision for the role. For informal queries on this role please contact Mick Quinlan by email to mickq@ghn.ie

* MSM refers to gay, bisexual and trans men and any other MSM who does not identify as such.

