



Job description

Position: Membership and Communications Officer

The Membership and Communications Officer is a key front-line position for Treoir. The person will specifically work to develop the membership base of the federation of Treoir and to engage them in our policy and campaign work.

The person will work to meet the needs of our membership and unmarried families through their engagement in identifying issues that are barriers for their full and equal participation in Irish society. This will involve daily interaction with unmarried parents through engagement with our membership and through contact made through our telephone enquiry and social media services. They will lead on implementing Treoir's communications strategy.

Duties include:

- Increase, retain and engage the membership of Treoir
- Creating opportunities at a regional and national level for Treoir members to engage with the organisation to discuss and exchange ideas and shape policy.
- Promoting active membership engagement in Treoir through face-to-face group meetings and the use of technology to support participation.
- Developing specific strategies to engage and support unmarried parents to become involved in Treoir's policy and campaign work.
- Lead team members on the implementation of Treoir's communications strategy including press release, production and dissemination of Newsletters and Bulletins to our members and key stakeholders.
- Update and maintain Treoir's website to include latest news, and a membership portal, video blogs and user testimonials – with the view to increase online engagement.
- Increase the accessibility of our information service utilising the latest social media platforms.
- Host awareness raising campaigns with all stakeholders on key issues impacting unmarried parents and their children in line with social justice values, and anti-poverty strategies.
- Support Treoir representatives to increase the visibility of unmarried families in discussions on equality and social justice through all forms of media.
- Engaging directly with members of the media and providing them with material to ensure publicity on issues affecting unmarried parents.

- Maximising our use of social media, including the website, to highlight and raise awareness of issues affecting unmarried parents.
- Increase parents' awareness of Treoir
- Organise regular information briefing events for Treoir members, target groups and agencies on relevant topics
- Engage with the team on the production of targeted specialist information including research, review, planning, production of copy and materials including publications, feedback, testing and dissemination.
- Work collaboratively with other information team members in the supply of information to key target groups of Treoir.
- Work with the CEO to develop Annual Reports
- Maintain an effective contact database for both membership and key target group contacts using Treoir's Salesforce CRM system.
- Assist with any other reasonable duties as required

Required Skills and attributes:

Essential

Third level qualification preferably in social sciences or media studies/PR

Experience of providing accessible information

Excellent communication and interpersonal skills

Able to work well within a team and on own initiative

Appreciation and understanding of the issues relevant to unmarried parents

Preferrable

Experience using Salesforce CRM

Experience of information provision to vulnerable groups

Reporting Relationship

The Membership and Communications Officer will report to the CEO of Treoir and will work within the information team.

Terms and Conditions

This is a full-time post 35 hours per week, the contract will include a probationary period of 6 months.

Location

Treoir's office 28 North Great Georges Street, Dublin 1.

Salary

€40,000 to €44,000 per annum depending on experience

About Treoir:

Treoir, in partnership with its member agencies, promotes the rights and best interests of unmarried parents and their children through providing specialist information and advocating for their rights. Treoir's vision is an Ireland where non-marital families are afforded the same legal and constitutional recognition and protection as families based on marriage.

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