



Treoir, in partnership with its member agencies, promotes the rights and best interests of unmarried parents and their children through the provision specialist information and advocacy 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.

### **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 Treoir and to engage them in our policy and campaign work.

The person will work to engage the membership of Treoir and non- marital families in supporting the policy development of Treoir based on their lived experience to eliminate barriers for their full and equal participation in Irish society. This will involve interaction with unmarried parents and our membership through contact on our telephone enquiry and social media services. They will promote all aspects of Treoir's work and will lead on implementing Treoir's communications strategy.

#### **Duties include:**

- Increase, retain and engage the membership of Treoir
- Create opportunities at a regional and national level for Treoir members to engage with the organisation to discuss and exchange ideas and shape policy.
- Promote active membership engagement in Treoir through face-to-face group meetings and the use of technology to support participation.
- Develop 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, a membership portal, video blogs and user testimonials, with the view to increase online engagement.
- Increase the accessibility of our information service utilising plain English and 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.
- Engage directly with members of the media and provide them with material to ensure publicity on issues affecting unmarried parents.
- Maximise 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.
- Provide backup support to the information team through answering client queries at least one day per week.
- 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 requested by the CEO

**Required Skills and attributes:**

**Essential**

Third level qualification preferably in social sciences or media studies/PR or 5 years of relevant experience

Experience of providing accessible information

Excellent communication and interpersonal skills

Ability 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, currently at 28 North Great Georges Street, Dublin 1. Hybrid working is a possibility after successful probation period depending on the needs of the organisation.

**Salary**

€39,000 to €42,000 per annum depending on experience

This position is funded through the Schemes for National Organisations. The Scheme to Support National Organisations is funded by the Government of Ireland through the Department of Rural and Community Development and administered through Pobal.



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