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JOB DESCRIPTION

Title:	Communications & Research Executive
Location:	Epilepsy Ireland Head Office, Crumlin, Dublin 12
Hours of Work:	Full-time, 35 hours per week – hybrid working policy in place with occasional weekend and evening work required.
Travel:	There can be a requirement for occasional travel and overnight stays.
Reporting to:	Advocacy & Communications Manager
Nature of post:	This is a new post, offered on an initial 2-year contract with a six-month probation period.

About Epilepsy Ireland

Epilepsy Ireland was established in 1966 and is the national organisation supporting and representing people with epilepsy and their families. Our vision is to achieve a society where no person's life is limited by epilepsy. Our work encompasses:

- Information, training and support services for people with epilepsy and their families, delivered from head office in Dublin and nine regional offices
- Education and training for health professionals
- Raising awareness and improving public understanding of epilepsy
- Advocating on behalf of people with epilepsy
- Funding and supporting epilepsy research

See epilepsy.ie for more information on the organisation and our activities.

Role Summary

Epilepsy Ireland is seeking to recruit an experienced and qualified Communications and Research Executive to enhance the communications capacity of the organisation to help us achieve our mission and objectives. We seek a motivated, creative, and enthusiastic person who will play a central role in the development and implementation of all our communications and research activities, ensuring that these activities meet the needs of the organisation and our stakeholders. The ideal candidate will have experience in public communications using traditional and digital media and will demonstrate excellent planning/project management and written/oral communication skills. An interest in people and storytelling is vital to this position alongside an energetic and self-starter attitude.

Duties

Social Media and Website

- Managing, creating, and proposing content for Epilepsy Ireland's website & social media channels and assisting in their management
- Analysing and reporting on content performance on both website and social media; developing ideas to increase reach and engagement
- Responding to incoming queries via social media channels and responding appropriately, including referral to relevant personnel
- Developing Epilepsy Ireland's presence on social media channels such as TikTok and other forums such as podcasting platforms

Publications

- Manage the production and dissemination of the quarterly Epilepsy News magazine for Epilepsy Ireland members, including content research and sourcing; copy writing; editing; proofing and liaising with designers and printers.
- Producing and creating content for our annual publications and monthly E-zines
- Assisting with the production of and contributing to the copy writing of other communications materials including fundraising materials, services updates, research updates and the Annual Report.

Campaigns and Organisational Communications Support

- Assisting with and pitching communications campaigns around International Epilepsy Day, Purple Day[®] and National Epilepsy Week and any other relevant awareness campaigns and working with external agencies to develop campaigns
- Assisting with communications around the organisation's advocacy campaigns
- Supporting the fundraising department in the preparation of proposals, marketing content and promotional materials
- Providing communications support to the fundraising team on key activities, events, and campaigns
- Assisting the services team in the organisation and promotion of key services, projects, and events such as the National Conference, online seminars and other public events

Volunteer Engagement

- Identifying prospective new media volunteers and growing the media volunteer database
- Supporting our media volunteers in telling their stories through traditional and social media

Media Engagement

- Managing queries from the media & public on the work and aims of Epilepsy Ireland in conjunction with the Advocacy & Communications Manager
- Monitoring traditional media and identifying opportunities to communicate the work of Epilepsy Ireland
- Proactively seeking out and following through on key opportunities for raising the profile of the organisation and its work

- Developing press releases and media materials
- Representing the organisation in the media when required

Communicating Epilepsy Research and liaising with the Research Community

- Highlighting Epilepsy Ireland's Research Funding Scheme and communicating the impact of our investments in epilepsy research through our communication channels and research-themed events.
- Monitoring emerging global epilepsy research to report and disseminate to a lay audience through our communications channels.
- Liaising with the epilepsy research community on relevant work, developing and maintaining collaborative working relationships with researchers and institutions and ensuring that the patient voice is heard.
- Supporting the research community on patient and public involvement (PPI) initiatives, participant recruitment and other queries/ inputs as needed.
- Representing EI at relevant events, panels and forums.

General Responsibilities:

- To demonstrate a commitment to the work of Epilepsy Ireland and to carry out the work of the organisation in an efficient and effective manner
- To uphold the reputation of the organisation and represent Epilepsy Ireland in a professional manner
- To be familiar with and adhere to the Epilepsy Ireland's policies and procedures
- To carry out other administrative duties as required
- To participate in Epilepsy Ireland's performance management system and engage in regular supervision and appraisal
- To participate in relevant training and development courses as agreed with your manager
- To be vigilant to any Health, Safety and Welfare risks in the workplace and bring any concerns to the attention to the Health & Safety Officer
- To undertake such other duties as might be reasonably assigned by line manager from time to time

Person Specification

Minimum

- A 3rd Level Degree – preferably in the communications field (Journalism, PR, Marketing etc.)
- Minimum 2 years' experience working in a Communications/PR/Marketing function
- Excellent general communication skills with the ability to show empathy and understanding and to deal with a diverse range of stakeholders
- Exemplary written and oral communication skills
- Excellent project management, problem-solving and administration skills
- Experience of website and social media management
- Experience of traditional and digital marketing tactics
- Excellent co-ordination, project management and administration skills

- A keen attention to detail and excellent copy writing skills in preparing outbound communications with various stakeholders
- Ability to self-motivate, self-manage, and plan own workload
- Flexibility and adaptability and to be able to learn and work as part of a wider team

Preferable

- Experience of working in the non-profit sector
- An understanding of and empathy for epilepsy-related or disability-related issues
- An active interest in the media and current affairs
- Knowledge of the Irish Political system and social policy
- Experience in using Canva, MS Office and video editing platforms
- Experience in communicating scientific/ medical information and/or research findings to a public audience
- Flexibility to travel and perform occasional evening and weekend work

Benefits

- Competitive salary
- Time in lieu policy
- Hybrid working policy
- Flexible working hours
- Defined Contribution Pension scheme – on completion of a successful 6-month probationary period.
- Employee Assistance Programme
- Bike to work scheme

TO APPLY FOR THIS ROLE:

Please send your Curriculum Vitae **plus** a detailed covering letter explaining why you wish to apply for the position, highlighting your relevant skills and experience to Catherine Powell at recruitment@epilepsy.ie.

Please use the reference '**Communications & Research Executive**' when applying.

The closing date for receipt of applications is **5pm on Tuesday 13th August 2024.**

Shortlisting will apply and will be based on the information contained in the CV and covering letter.

The first interview will reduce the initial short list and remaining candidates may be invited for a second interview.

The role will be subject to Garda vetting, verification of qualifications and reference checks.

Canvassing will disqualify.

By applying for this position you are giving Epilepsy Ireland consent to have your personal data stored, which will be retained for the purpose of this recruitment process only.

EPILEPSY IRELAND IS AN EQUAL OPPORTUNITIES EMPLOYER

For the moment, we do not require the assistance of recruitment agencies.