



Candidate Information Pack

Communications Officer

ECO-UNESCO

2024





About ECO UNESCO

We are Ireland's leading environmental education, training and youth organisation and a Quality and Qualifications Ireland training Centre (QQI), working with over 10,000 young people annually. We seek to raise awareness of environmental issues by channelling the passion, creativity and energy of young people into positive environmental action. ECO-UNESCO delivers a wide range of youth, education, and training programmes across Ireland to promote the personal development of young people through practical environmental projects. Through our range of programmes and services we inspire, educate, empower, and support young people to act.

We work

- across the island of Ireland
- to conserve the environment and empower young people.
- with young people in formal and nonformal settings, in secondary schools, youth services
- and communities across Ireland through our Young Environmentalist Awards, workshops, trainings or one of our affiliated ECO-UNESCO Clubs.
- and with partners in Europe and internationally.

Our Mission

Our mission is to protect the natural environment and empower young people by developing their knowledge, skills and confidence that channels their passion into positive and creative actions that helps create a sustainable planet. We do this by:

- Raising awareness, understanding and knowledge of the natural environment among young people.
- Engaging, inspiring and empowering young people by facilitating their personal development and well-being through practical environmental projects, activities and skills development.
- Promoting the protection and conservation of the environment by empowering young people to lead in action-oriented environmental projects and activities and by promoting positive and environmental behaviour.
- Advocating for environmental education, education for sustainable development, the natural environment and youth development.
- Promoting the ideals of UNESCO and working with like-minded organisations in Europe and globally.

Our Values

We have **respect** for young people, our participants, volunteers, employees, and our stakeholders. In our work we have a **passion** for the environment and for our young people and an acknowledgement that the natural environment plays an important role in all our lives and in the development and education of our young people. We value youth-led approaches, creativity and innovation, action-based learning, and **fun** as we work together to protect the environment and impact the lives of young people.



What we do

ECO-UNESCO's programmes empower and support young people to take action to protect and conserve the natural environment.

- We take a youth-centred approach and promote learning for, about and in the environment
- We develop leadership skills, confidence, self-belief, and self-esteem
- We provide an opportunity for young people to feel socially engaged and make new friends
- We include young people's views – they decide, they plan, they act, and they engage their peers.

How we do it

Our work can be broken down into the following categories;

Environmental Youth Work

- Youth for Sustainable Development and Peer Education Programme
- Environmental youth events, activities, and workshops
- Clubs Programme
- ECO-Youth Choices Health & Wellbeing
- International Youth Summit - #NoTimeToWaste
- Youth Climate Justice

Capacity Building and Training

- Green Youth Employment programmes
- Information and support provided to educators, youth leaders and young people
- Training including QQI accredited courses delivered to a wide audience
- Key Partner of the UNESCO Global Action Programme in Education for Sustainable Development

Awards

- Our Annual Young Environmentalist Awards

Other Activities

- Development of environmental education resources
- ECO-Sustainability Award for organisations
- Representation and advocacy for environmental education and education for sustainable development (ESD)

Communications Officer

We are seeking to recruit a Communications Officer. This is a great opportunity to join an organisation that is making a real difference to the lives of young people and the environment. If you have a passion for youth development and environmental education, are enthusiastic, motivated with great people management and organisation skills then we would love to hear from you.

Contract: 3-year contract with a view to permanency (subject to continued funding)

Probationary period: 6 months

About the Role

This is a position of responsibility within ECO-UNESCO. As Communications Officer you will be responsible for coordinating ECO-UNESCO's communications, PR, and marketing work with an aim of building public awareness of ECO-UNESCO's programmes and managing engagement with members, participants, the general public and the media.



Reporting to:	Marketing Manager
Location:	ECO-UNESCO'S Headquarters at 9 Burgh Quay, Dublin 2 with hybrid working options and occasional nationwide travel required.
Time commitment:	4 days a week (28 hours) Flexibility is required as the role may include evening and weekend work. Fixed Term Contract
Start Date:	Immediate
Salary:	Starting salary scale €30,000 - €32,000

Benefits:

- 21 days annual leave per year which increases annually to a maximum of 25 days per year.
- An employer matched pension scheme is available after a qualifying period.
- An Employee Assistance Programme is available to all staff.
- Use of a Mobile Phone & Laptop
- Bike to work & TaxSaver travel schemes
- Exam and study leave

Main duties and responsibilities:

The Communications Officer will carry out the following duties:



- Support in developing and implementing an annual communications and PR plan with KPI's and ensure targets are met.
- Collaborate with the team to develop and implement communications strategies that promote ECO-UNESCO's youth programmes and services, our education and training, supporter and membership programmes to key stakeholders including annual promotional drives, annual mailshots, email marketing; google ad words, attendance at external events; advertisements, the creation of communications calendars with a view to increasing registrations and sign ups.
- Maintain consistency in ECO-UNESCO's communications and ensure branding guidelines are in place, design report templates, infographics, and other visual representations of ECO-UNESCO's work.
- Maintain ECO-UNESCO's social media presence, including content creation and curation with a view to growing ECO-UNESCO's reach on our social media platforms. Monitor ECO-UNESCO's presence on social media and create social media reports (Meta, Hootsuite, WordPress and Google Analytics).
- Design and schedule social media content (reels, posts, videos, shorts, TikTok clips, story content and content for paid ads) on Adobe package & Canva.
- Manage the overall maintenance and updating of ECO-UNESCO's website ensuring information is up to date; monitor its effectiveness, drive growth in visitors to the site including e-commerce and the ECO-Academy (ECO-UNESCO's online learning hub)
- Manage and support creation and design of all print and electronic materials, including Monthly e-newsletter, regular programme updates and action alerts.
- Produce and edit all publications, marketing and promotional leaflets and produce ECO-UNESCO's Annual Report; the annual prospectus; annual newsletter and other publications as required.
- Maintain ECO-UNESCO's digital library with photos and videos of ECO-UNESCO events and activities
- Assist with production of ECO-UNESCO events including event announcements, invitations, programmes and signage and work closely with the Programme Officer on their respective events.
- Promote ECO-UNESCO's work; organise ECO-UNESCO's presence at external events and identify and coordinate advertising opportunities.
- Work with management to identify media opportunities and implement campaigns around key programs and issues. Oversee ECO-UNESCO's PR work including liaising with and creating media contacts; writing press releases & preparing press briefings; organising photocalls, carrying out Media monitoring; liaising with external PR contractors.
- Support the organisation's marketing and fundraising efforts including creating packages for potential sponsors and support the organisation's membership and supporter programme.
- Measure and report on the effectiveness of communications activities, engagement levels, and progress.

Other



- Undertake any other such relevant duties as may from time to time arise
- Maintain clear records of all contacts, activities and funds raised
- Deal with general queries from the general public and members
- Ability to handle professional camera, gimbal and tripod for internal comms and event coverage.

This role description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and can be amended. ECO-UNESCO reserves the right to reassign staff as appropriate and necessary.



Person Specification

Qualifications

- 3rd Level Qualification in a related field or equivalent industry experience **(Essential)**

Experience

- At least 2 years experience in marketing, communications, event management, developing online content **(Essential)**
- Experience of working in information provision and with the media **(Essential)**
- Experience with online marketing tools, social media platforms, and publishing software **(Essential)**
- Experience in event management **(Desirable)**
- Experience working with a young target group (i.e. secondary school level and youth work sectors) **(Desirable)**

Knowledge and Skills

- Excellent organisational skills **(Essential)**
- Excellent communications and interpersonal skills **(Essential)**
- Excellent writing, analytical and computer skills **(Essential)**
- Ability to work to tight deadlines and under pressure **(Essential)**
- Ability to respond adeptly to rapidly changing priorities and successfully manage multiple initiatives at once **(Essential)**
- Meticulous attention to detail and excellent time/task management skills **(Essential)**
- Working knowledge of Salesforce or a similar Customer Relationship Management system **(Desirable)**
- Working knowledge of graphic design packages/methodologies **(Desirable)**
- Knowledge of the youth work sector and Irish education sector in Ireland would be an advantage **(Desirable)**

Disposition

- Demonstrated interest in ECO-UNESCO's mission with a commitment to the values and principles of ECO-UNESCO **(Essential)**
- Be committed to working as part of a team **(Essential)**
- Be a self-starter with a positive, solutions-focused attitude **(Essential)**
- Be dependable and flexible **(Essential)**

ECO-UNESCO is an equal opportunities employer *and all employees are expected to develop an understanding of and commitment to equal opportunities.*

Candidate Information Pack - Communications Officer - 2024
ECO-UNESCO | 9 Burgh Quay, Dublin 2, D02 FD85 | Phone +353 (1) 662 5491 | Email info@ecounesco.ie



How to apply

Please send a copy of a completed Application Form with a Cover Letter to: recruitment@ecounesco.ie

Please mark in subject line *Employment Opportunities – Communications Officer (Private and Confidential)*

*Closing Date for Applications – **Midnight 31st Dec 2024***

*Interview Date – provisionally scheduled for **week commencing 09th Dec 2024***

Successful applicants may be requested to prepare a short presentation during the selection process.

Applicants may be placed on a panel for positions that may arise in the future.

By completing and submitting this form you consent to ECO-UNESCO processing the personal data provided to assess this application for employment. No further processing of your data will occur beyond this purpose. ECO-UNESCO will retain this application for up to 12 months, after which it will be deleted.

Candidates, depending on the nature of the role may be subject to Garda Vetting.



ECO-UNESCO

APPLICATION FOR EMPLOYMENT

Please complete all sections of the form. CV's are not accepted, and no application will be processed if the form is incomplete.

Position applied for:	Communications Officer
Where did you see the post advertised?	

Personal Details	
Title	
Surname	
Forename(s)	
Address	
Phone	
E-mail	

Current or Last Employment	
Position	
Employer	
Date from/to	



Summary of achievements	
-------------------------	--

Previous Employment (please add more rows if required)

Employer:	From:	To:	Position:
Summary of achievements:			
Employer:	From:	To:	Position:
Summary of achievements:			
Employer:	From:	To:	Position:
Summary of achievements:			
Employer:	From:	To:	Position:
Summary of achievements:			
Employer:	From:	To:	Position:
Summary of achievements:			

Education and Qualifications

School / college / university...	From	To	Qualifications



Language Skills

		Fluent	Moderate	Learning	None
ENGLISH	Speaking				
	Writing				
IRISH	Speaking				
	Writing				

Add additional languages (with levels), or comments:

Experience & Skills

Please detail how your skills and experience meet the requirements set out in the job description. Before completing this section, please read the job description for this post carefully. For each item in the person specification (except formal qualifications already listed), you should give examples from your past employment, interests, voluntary work, or life experiences to demonstrate how you meet the requirements of the post.



<p>Statement in support of your application</p> <p>Please outline motivations for wanting this post.</p>

<p>Additional Questions</p>	
<p>If successful, what is the earliest date that you could start the job?</p>	
<p>Do you hold a current, full, and clean Driving License valid in the Republic of Ireland?</p>	<p>Yes <input type="checkbox"/> / No <input type="checkbox"/></p> <p>(desirable but not essential)</p>

<p>References Please provide details of two referees, including your present or most recent employer. We will not contact your referees until we have informed you and received your consent. Please ensure you have your referee's permission to share their contact information.</p>	
---	--

1	Name	
	Position	
	Address	
	Tel. No.	
	E-mail	

2	Name	
	Position	



Address	
Tel. No.	
E-mail	

Declaration	
I declare that the statements made by me in this application are true and that the accuracy thereof shall be a condition of any contract of employment offered to me by ECO-UNESCO:	
Signature of Applicant	
Date	

Please e-mail your completed form to recruitment@ecounesco.ie with *Employment Opportunities – Communications Officer (Private and Confidential)* in the subject line.

Closing Date for Applications – Midnight 31st Dec 2024
Interview Date – provisionally scheduled for week commencing 09th Dec 2024