

Job Description – Communications and Membership Officer

Context:

National Parents Council Primary (NPC) is the representative organisation for parents of children in primary or early education. NPC was established in 1985, under the programme for Government, as the representative organisation for parents of children attending primary school. It received statutory recognition in the Education Act 1998.

National Parents Council Primary is a voluntary membership organisation whose role is to support parents to become effective partners in their children's education. NPC wants to see an Ireland where 'every child has the opportunity to reach their full potential'.

NPC supports parents in their children's education, through for example, developing and supporting the membership of Parents' Associations in primary schools. This also includes developing country-wide regional networks of parents and volunteers. NPC particularly values the importance of parents promoting the involvement and participation of other parents in their children's educational lives.

NPC now wishes to recruit a Communications and Membership officer who will increase, retain and engage the membership of NPC and be responsible for promoting, enhancing and further supporting parents through the NPC regional structures as per the NPC Strategic Plan 2018-2022: Parents as Partners: Children, Schools and Communities.

Role of the Communications and Membership Officer:

The Communications and Membership Officer will be responsible for the growth and further expansion of the NPC Parents' Association membership through the NPC regional structures and hubs. He/she will create opportunities at regional and national level by maximising our use of social media, including the website to

highlight and raise awareness of how NPC interacts with parents of primary school children across Ireland and to support the participation of parents regionally in their children's learning. The role will include the promotion of NPC's regional events, seminars, webinars, surveys, conferences and training.

The **salary** for this role is €34,000 per annum

Hours: 35 hours a week (flexibility is required: some weekend and evening work will be a feature of this employment)

Reporting to the Services Manager

Place of work: Dublin City centre location.

Car owner and full driving license essential

The contract is for three years fixed term with an initial probationary period of nine months.

This role will incorporate the following broad areas:

- Produce effective written and visual content for email marketing promotions and social media channels
- Working with relevant colleagues, ensure that social media platforms are effectively used, managed and maintained
- Develop and coordinate digital advertising campaigns
- Assist with the conceptualisation and implementation of innovative, high impact events
- Provide statistical analysis on social media & website usage, and from Salesforce CRM, to colleagues, for various programme reporting

Provide marketing & design supports to the strategic working groups, as required.

Essential Skills required

- At least 3 years' experience in marketing, public relations, communications, social media operations or in-house role, ideally in a non-profit organisation
- A proven track record in developing and implementing marketing strategies and promotion campaigns
- Experience in developing and implementing email marketing campaigns
- Experience in event management and marketing

- Excellent copywriting and editing skills
- A proven track record of running a successful social media presence
- A proven track record in creating high-impact content for digital platforms
- Video-editing and/or graphic design skills would be advantageous

Desirable:

- Experience of the Irish primary education system.
- A working knowledge of child protection legislation and its implementation in practice

Person Specification:

The individual should be able to demonstrate the following competencies:

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| Communications | Communicates effectively with individuals and groups. Communicates NPC's vision and mission in a persuasive manner. |
| Interpersonal Effectiveness | Shows empathy and understanding when dealing with others, utilising tact and diplomacy at all times. Treats others with respect. Works well with a wide range of people from different backgrounds both within and outside the organisation and builds rapport by listening to and understanding their viewpoints. |
| Planning & Managing Resources | Plans and organises people and other resources, prioritising as required, to meet goals, targets or objectives within agreed timeframes. Monitors progress and reviews plans where necessary. Identifies potential problems and develops contingencies. Plans and organises own work effectively. |

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| Analysis/Problem Solving | Sources and accurately gathers all relevant information. Conducts an in-depth review, considering issues thoroughly. Draws conclusions backed up by available evidence and makes appropriate recommendations. Handles and manipulates numerical information with accuracy and attention to detail. |
| Decision-making/Judgment | Evaluates information available before making decisions, weighing up the pros and cons of various options or courses of action. Is aware of the wider implications of proposed decisions and recognises when it is appropriate to consult others. Follows through on decisions made, taking responsibility where appropriate. |
| Team working | Works collaboratively with others to achieve shared goals. Participates fully, sharing knowledge, ideas and expertise. Shows an appreciation for other people's positions and values their input. Willingly takes on additional responsibility to achieve team objectives. Has a positive attitude, is a constructive team player. Shows a willingness to learn from others. |
| Commitment to Quality Results | Takes ownership of tasks and is determined to see them through to satisfactory conclusions. Takes all necessary measures to ensure work is completed to a high standard and within agreed timeframes at all times, even when it involves routine or mundane tasks. Monitors and checks work for accuracy and ensures guidelines and procedures are followed. Reliable and dependable, can work on own initiative. |

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| Customer/Client Focus | Is aware of the service delivery requirements of the organisation and the varying needs of his/her customers or clients. Deals with customers / clients in a professional and courteous manner, showing diplomacy and tact, particularly in difficult situations. |
| Self-Awareness & Development | Reviews own performance regularly and is committed to developing own skills and knowledge base and applying this learning on a regular basis. Keen to learn new skills, systems and processes. |
| Flexibility & Change Orientation | Is flexible in his/her approach, open to change in work practices and adapts readily to recommendations for change. Involves others in and implements change initiatives. Able to deal with changing demands and different situations / circumstances. |
| Initiative | Actively suggests improvements within area of responsibility. Can work without excessive guidance or support yet knows when the involvement of others is appropriate. |
| Technical Knowledge/know-how | Has the practical, specialised or technical knowledge required to meet the goals and objectives of the role to the highest standards. Has knowledge or expertise such that others would rely on and have confidence in it. |

Applications should be in the form of a letter of application and CV (max 2 pages), and be emailed to ccross@npc.ie with "Membership/Communication Role" in the subject line or by post marked **Confidential** to Catherine Cross,

Services Manager, National Parents Council Primary, 12 Marlborough Court, Marlborough Street, Dublin 1, D01 XP86 by close of business **September 13th, 2021**. Interviews for those who are shortlisted will be held the week beginning **September 20th, 2021** in the National Parents Council Primary office/online.

National Parents Council Primary is an equal opportunity employer.