

NPC Membership and Communications Officer



Introduction to NPC

National Parents Council (NPC) is the representative organisation for parents of children in 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.

NPC exists to ensure that all parents are supported and empowered to become effective partners in their children's education. NPC works to increase the capacity and capability of the education sector, to achieve true partnership and deliver better outcomes for all children.

NPC now wishes to recruit a **Membership and Communications Officer** who will be responsible for developing a strategy to grow and expand the NPC Parents' Association membership throughout Ireland, you will achieve this by maximising NPC's use of social media, podcasts and our website to create tangible opportunities.

Your PR experience will allow you to highlight and raise awareness of how NPC interacts with parents of early years, primary and post primary school children across Ireland, supporting their participation in their children's learning.

Engaging with key stakeholders will be a feature of the Membership and Communications Officer's role, along with the review of our website and NPC 's social media presence.

The role will include the promotion of NPC's events, seminars, webinars, surveys, conferences, training and providing relevant communications, support and services to the NPC Team.

Terms and Conditions:

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 Advocacy Services Manager

Place of work: Dublin City Centre location.

The contract is for a three-year fixed term with a nine-month probationary period.

Role:

Produce effective written and visual content for email, social media channels and marketing promotions. 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

Produce 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.

Experience

Essential:

At least 3 years' experience in social media platforms / operations, marketing, public relations, communications, or in-house role, ideally in a non-profit organisation

Experience in developing and implementing online content creation, marketing strategies and promotion campaigns

Experience in developing and implementing Podcasts, social media, email and marketing campaigns

Experience in event management / marketing both physical and online

Excellent copywriting and video 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.

Desirable:

Experience of the Irish early years, primary and post primary education system

A working knowledge of child protection legislation and its implementation in practice

Website development

Using Canva for designing report submissions and official communications.

Person Specification:

The individual should be able to demonstrate the following competencies:

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.
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.

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 rwalpole@npc.ie with “**Membership and Communications Officer**” in the subject line or by post marked **Confidential** to Rob Walpole, Deputy CEO, National Parents Council Primary, 12 Marlborough Court, Marlborough Street, Dublin 1, D01 XP86 by close of business on **Wednesday the 10th of April 2024**.

National Parents Council Primary is an equal opportunity employer.