



The Irish Countrywomen's Association (ICA) is seeking to recruit an Communications and Membership Officer.

The ICA is a national charitable voluntary organisation founded in 1910. We are a membership-based organisation of 6,000 + women with an emphasis on member-centred governance, underpinned by the Constitution.

**Our mission** is to advance education and benefit the community through the cooperative effort of women coming together in fellowship and friendship and developing their well-being, knowledge and skills. A hallmark of the ICA's work for over a century has been its contribution to community life, in leading the advancement of women's roles, their rights and opportunities.

**ICA is** structured into Guilds (local) and Federations (counties) which are represented on the National Advisory Committee and governed by an elected Board.

**ICA Central Office** provides support to the whole organisation and manages the secretariat, administrative functions and resources of the Association.

**An Grianan**, our college in County Louth is a lifelong learning centre for all.

### **Job Description – Communications and Membership Officer**

**Position:** Communications and Membership Officer, contract offered on full-time basis, one year fixed-term. As this is a core post, position is offered with view to move to a contract of indefinite duration in line with funding availability.

**Start date:** ASAP

**Reports to:** CEO

**Location:** ICA Central Office, 58 Merrion Road, Dublin 4 [Due to the current COVID-19 pandemic, and subject to Government restrictions, the successful candidate may also be required to work remotely]

### **Position summary**

The ICA is seeking to recruit a creative and talented Communications and Membership Officer. This position supports the work of the CEO and is specifically focused on developing ICA communication channels and ensuring strong member engagement. This includes copywriting, content creation, social media management, website development, database management, membership communication, development and support.

### **Main responsibilities**

#### **A: Develop and grow ICA communication channels**

- Develop and maintain an ongoing social media presence to sustain our members' network.
- Develop social media campaigns to support ICA campaigning objectives.



- Draft social media messages in line with the organisation's policies.
- Design creative social media content, e.g., graphics, photos and videos.
- Respond to social media posts in line with the organisation's communications, enquiries and related policies.
- Support the dissemination of ICA projects, events and publications.
- Draft and disseminate e-bulletins.
- Develop, maintain and update website content, both public and members areas.
- Monitor and evaluate ICA communications.

**b) Supporting the implementation of ICA communication strategy**

- Work with the CEO to develop and implement a communications strategy.
- Support its implementation at national and local level.
- Conduct analysis on the impact of our communications activities.
- Support the proof-reading and editing of documents.
- Liaise with graphic designers on the production of publications and reports, if required.
- Develop key media messages and arguments in conjunction with the CEO.
- Facilitate and support individual stories for utilisation in ICA campaigns.
- Support the running of network events.

**c) Strengthening Membership engagement and support**

- Support the development and implementation of a membership development and engagement strategy.
- Build and maintain strong internal communication processes to ensure the ICA is effectively communicating with its members.
- Organise and support the delivery of member events or engagement campaigns.
- Strengthen membership engagement in campaigns and other key activities.

**d) Supporting the implementation of the ICA fundraising strategy**

- Support organisational fundraising activities.
- Proactively identify opportunities to increase organisational fundraising revenue.
- Ensure compliance with relevant fundraising guidelines.
- Works closely with the CEO to ensure reporting requirements of grants are fulfilled on time.

**e) Assisting ICA to deliver on its overall strategic goals**

- Work within the framework of the overall objectives and policies and practices.
- Ensure all work undertaken complies with data protection and GDPR rules.
- Updating the membership database so proficiency in Salesforce is required.
- Handling new membership enquiries contacting Guilds and Liaison Officers.
- Printing membership cards.
- Filing, answering emails, general correspondence.
- Sending out Guild Anniversary Certificates.
- Carry out other administrative duties as required.



- Participate in relevant training and development courses as agreed with the CEO.
- Undertake such other duties as might be reasonably assigned from time to time by the CEO.

### **Reception Duties**

- Meeting and welcoming members to Merrion Road – dealing with their queries.
- Collaborate and coordinate staff support for members with queries: answering telephone, taking messages and dealing with queries.
- Support capacity e.g., set-up of room and catering at NEB and NAC and craft days.

*This job description is a guide to the general range of duties attached to the role. It is intended to be neither definitive nor restrictive and is subject to review with the employee concerned and therefore may be updated from time to time to reflect changing business and operational needs and the employee's own development and growth needs.*

### **Person Specification:**

#### **Experience required:**

- A third-level qualification in a relevant discipline (preferred).
- A minimum of 3 years proven experience in a membership organisation and/or communications role.
- Exceptional communication, presentation and writing skills.
- Experience in developing and publishing social media and website content.
- Experience of creating graphics, videos and images using e.g. Canva.
- Ability to represent ICA to a range of audiences and to build effective relationships with member organisations, volunteers, media professionals, service user, family members and professional groups.
- Strong research and analytical skills with an ability to access information quickly and strategically.
- Excellent organisational and IT skills including in Microsoft Office software, Salesforce CRM systems and social media apps.
- A good working knowledge of Irish language.
- Experience in a team-working environment.
- Creativity and an ability to generate engaging communication messages.
- An ability to work with initiative and autonomy and take responsibility for a functional role within a small team.
- Well organised and detailed orientated, time management skills.
- Analytical skills to evaluate results and campaigns.

#### **Desirable:**



- Previous experience working in the community and voluntary sector securing funding will be a distinct advantage.
- Alternatively experience in and familiarity with membership organisations for members development and fundraising.
- Familiarity with Irish heritage and culture.

**Shortlisting of candidates may apply according to the above criteria**

*The ICA is an equal opportunities employer.*

**How to Apply:**

Please return CV with a covering letter by e-mail to [recruitment@ica.ie](mailto:recruitment@ica.ie) marked '**COMMUNICATIONS AND MEMBERSHIP OFFICER POST**'

Closing date for receipt of applications for the role is 5pm Friday 18<sup>th</sup> March 2022. Interviews will be held shortly after. Second round interviews may also apply.

All applications will be acknowledged by email within 3 working days of receipt. If you do not receive such an acknowledgement, please contact us as soon as possible.