

Vacancy for Director of Communications
(Assistant General Secretary Level) in INTO Head Office
Dublin Based

The Director of Communications will have a strategic role developing, managing and playing a lead role in implementing an organisational communications strategy for INTO.

The successful candidate will form part of the INTO Head Office Senior Management team. The successful candidate will have a high-level strategic role in managing the affairs of the Organisation, subject to the directions and overall management of the General Secretary. The Director of Communications would take responsibility for the overall communications strategy for the organisation North and South and will also drive the communications strategy at branch and district level. The Director of Communications will work closely with the General Secretary and Northern Secretary and report directly to the General Secretary.

This key strategic role will involve:

- Management of the Communications Section
- Strategic leadership – setting the communications strategy for the INTO, the strategic development of Digital Media Strategy, strategic goals for major INTO events including Northern Conference and Annual Congress
- Provision of communications advice and counsel to senior leadership team members
- Managing, developing and editing the production of a wide range of internal communications

- Major project management in all areas/platforms of INTO communications development
- Developing, driving and monitoring INTO's online presence across a range of platforms and generating content for online communication
- Developing INTO digital media (web, social media) by creating high quality content in-house on a regular basis
- Building and servicing a one stop shop app for INTO
- Promoting a positive image of the INTO and the teaching profession locally and nationally
- Public affairs monitoring and engagement through fostering and developing positive relationships with a wide range of key stakeholders
- Managing all communication aspects of major INTO events
- Providing training and media coaching for spokespersons and media coordinators
- All island strategic communication – nurture and grow the NI communications function
- Promoting the active involvement of members in the affairs and structures of the Organisation at all levels
- Managing personnel assigned in the communications section to ensure successful delivery of objectives
- Critical incident support for school leaders
- Such other duties as may be assigned from time to time by the General Secretary

The person will have:

- A strong academic background and appropriate professional experience.
- Proven success in writing in a variety of media with the ability to convey complex information in a user-friendly way.
- Strong analytical, reporting and project management skills and ability to work on own initiative.
- Strong social media skills.
- A thorough understanding of current issues in education and industrial relations.
- Ability to manage a diverse team and to collaborate across the Organisation.
- Excellent communication, presentation and interpersonal skills.
- Experience of external and internal communications management.
- A results driven approach with evidence of being innovative, energetic and flexible in advancing strategy

The successful appointee will enter into a detailed contract of employment with INTO.

Interviews will be held during the week beginning 16 December 2019. Letter of application (max. 2 pages) and curriculum vitae, together with the names and contact details of two referees, should be submitted by email only by 12.00p.m. **on Friday, 6 December 2019** to: gen.sec@into.ie
General Terms and Conditions are available on request from rwarren@into.ie