

### About Dublin Rape Crisis Centre

Dublin Rape Crisis Centre (DRCC) is an independent, non-profit organisation that seeks to prevent the harm and heal the trauma of sexual violence. Our vision is an Ireland free from sexual violence. We provide a range of services and supports to victims and survivors, including the National Rape Crisis Helpline, counselling & therapy, and accompaniment support in Sexual Assault Treatment Units, at court, in Garda stations and other reporting sites. We undertake advocacy, awareness-raising and education to promote the voice and needs of survivors and to prevent sexual violence in Ireland.

### About DRCC Communications work

The communications team promotes the services and wider work of DRCC and helps the organisation convey its impact to a variety of audiences including partner organisations, victims and survivors of sexual violence, volunteers, funders, media and the general public. The team is responsible for digital communications, digital and other marketing, media and public relations, campaigns, external and internal communications and crisis management. We help plan, promote and deliver DRCC events and support fundraising. The team champions DRCC's brand. It creates or commissions and manages digital and print assets, information and publications generally and for other DRCC teams.

### Role purpose

Dublin Rape Crisis Centre is seeking an experienced, dynamic and resourceful Communications Officer to join our busy Communications and Campaigns Team. Reporting to the Communications Manager and based in DRCC's offices on Leeson Street in Dublin 2, the successful candidate will assist in implementing communications plan. They will play a key role in promoting DRCC's work and services and delivering on its strategic objectives, and will track, analyse and report regularly on all areas of work.

They will facilitate and support the work of teams across DRCC, including event publicity and management, fundraising, media relations and monitoring. In particular they will produce high-quality information and assets for internal and external use including liaising with external contractors.

The Communications Officer will help maintain a strong online presence for DRCC, displaying digital marketing and stakeholder engagement skills. They will manage social media channels, maintain websites, and develop and implement original and engaging content around key services. The role also manages and develops the [Finding Your Way after Sexual Violence online guide](#).

They will help safeguard and promote DRCC's brand and identity in all communications and campaign work, ensuring consistent use and high standards in all outputs. As part of DRCC's communications team, the Officer will support victims and survivors of sexual violence in sharing their stories and experience.

This is a multi-faceted role, based primarily in DRCC's Dublin head office. It offers the opportunity to work as part of a vibrant, campaigning organisation that provides vital services and supports to victims and survivors of sexual violence and is at the forefront of preventing and combatting sexual violence in Ireland.

## Role description

### Key responsibilities

- Assist Communications Manager in executing the **Communications Plan**:
  - Monitoring and reporting on **KPI data**.
  - Promoting and supporting the use of **DRCC's brand** and relevant guidelines, internally and externally.
  - Helping to implement the **Crisis Communications Plan** which sets target audiences, appropriate communications channels, key messaging, and scenario planning.
  - Executing **fundraising communications** plan, including crowdfunding, peer-to-peer fundraising, and other digital initiatives, and helping to integrate digital fundraising efforts with traditional fundraising initiatives.
  - Supporting **internal communications** to increase engagement and information flow, including newsletters, presentations and events.
  - Maintaining and developing the organisation's **CRM database** to effectively communicate with donors, supporters, and volunteers via email marketing campaigns, including audience segmentation, newsletters and integrations as well as analysing and reporting on performance metrics.
- Manage **social media and digital communications**:
  - Creating and implementing a **digital media plan** to support online engagement and fundraising activities.
  - Create and scheduling compelling and persuasive **content for digital channels**, including social media posts, email newsletters, and fundraising appeals.
  - **Creating eye-catching and impactful assets**, including photo and video content for use across digital channels.
  - Working closely with the communications team & wider staff to **gather stories and impact data** to effectively communicate the DRCC's mission and accomplishments.
  - Developing and managing **digital advertising** campaigns across various platforms, including Google Ads, Meta Ads, and LinkedIn Ads.

- **Use of analytics** to report on and finetune social media output.
- Managing and reporting on reach of **websites and digital resources**.
  
- Support other DRCC teams, by
  - **Producing tailored content / assets** for teams' print and digital use.
  - Ensuring delivery of **strategic, impactful and multi-faceted communications materials** that included inputs from across the organisation, including **video** content for use on social media, in advertising and on website.
  - Providing support on **event publicity and management**.
  - Supporting DRCC **campaign** work, including collaboration with We-Consent team and marking annual days of action.
  
- Help produce high quality, accessible **information and campaign resources**:
  - **Producing and delivering content** for resources, as well as annual reports, newsletters and bulletins. This **includes layout, editing, proofreading and digital optimisation** where required.
  - **Liaising with external suppliers and contractors** as needed.
  
- Support DRCC **engagement with media** and other external stakeholders:
  - Creating and promoting media releases.
  - Managing and facilitating media interviews & engagement.
  - Researching and preparing briefings for use in media.
  - Maintaining and developing relationships with key media outlets and reporters.
  
- **Work with and support victims and survivors** to create greater awareness of their perspectives and needs, including
  - collecting feedback on DRCC services and other issues.
  - compiling case studies and supporting survivors in communications and campaigns work, including engagement panels, undertaken on behalf of DRCC.

#### **General communications duties:**

- Ensuring that all purchasing and/or commissioning of materials, resources or services is carried out in line with **DRCC procurement policy & procedures**.
- Ensuring the work meets KPIs, deadlines and reporting requirements.
- Fulfilling any other tasks as assigned by the Communications Manager.

#### **Essential experience & skills:**

- At least 2 + years of relevant professional agency experience.
- Excellent written and spoken English, with ability to distil and present information to range of audiences in various channels/formats.

- Excellent editing, presentation and writing skills, with keen attention to detail, and proficiency in Adobe Design suite and/or Canva.
- Experience with managing social media channels and platforms.
- Experience with media engagement and monitoring.
- Experience with web content management systems.
- Proven track record in digital marketing including use of
  - Paid advertising platforms such as Google Ads and Meta Ads.
  - Data analytics tools such as Google Analytics and Meta Business Suite.
  - E-mail marketing platforms and tools such as MailChimp.
  - CRM systems such as Power BI, MS Dynamics or Salesforce.
- Excellent organisational and IT skills, including use of MS office suite.
- Experience with regular reporting on work, including use of web/social media analytics and reporting tools such as Google Analytics, Meta Business Suite or other proprietary formats.

### **Desirable experience & skills:**

- Experience with survey platforms, such as Survey Monkey and MS Forms.
- Event management and promotion experience.
- Photography & videography/video editing skills.
- Podcasting experience.
- TikTok or similar platform content creation experience.
- Fundraising experience & understanding.

### **Personal attributes**

- Able to work calmly under pressure, independently and within a small dynamic team.
- Able to manage workload to deadlines & report regularly on progress.
- Understands and subscribes to DRCC's core values.
- Values DRCC client/audience needs in creating empowering and survivor-centred communications.
- Exercises discretion and maintains confidentiality in their work and contacts internally and externally.

### **Compensation & Benefits**

- Salary: €38-42K depending on experience
- Hours: Full-time
- Annual leave: 23 days per annum
- Immediate Access to PRSA and DRCC EAP Programme
- Pension Contribution along with employee contribution