Position Summary

We are currently hiring a Marketing & Communications Officer to join our team in Misean Cara. This is an exciting role focused on telling the Misean Cara story and creating awareness of the power and impact of missionary development projects.

This updated role supports Public Engagement and Fundraising and will focus on creative campaign design, marketing planning, web content generation, graphic design, and managing our online presence. Candidates willing to bring fresh ideas and creativity are welcomed. The right candidate will bring energy and passion to cultivating relationships with a wide range of stakeholders across the missionary world and with media. An ability to manage effective communications with internal and external stakeholders will be essential.

MISEAN CARA
Founded in 2004, Misean Cara is a faith-based development organisation of 89 member organisations who are committed to working with some of the most marginalised and vulnerable communities in the world. Our members live within marginalised communities and work in the areas of education, health, sustainable livelihoods, human rights and humanitarian response. Our members deliver high quality project results and have a deep-rooted presence in over 50 countries. With funding of €15.5 million in 2019 from Irish Aid, Misean Cara is seeking to diversify our funding streams so we may grow our work in ways that transform lives while respecting the integrity of local cultures.

Our Strategy 2017-2021 sets out five key objectives:

1. Uphold the right to quality education
2. Uphold the right to better health, clean water and sanitation
3. Uphold the right to sustainable livelihoods
4. Uphold and advocate for human rights
5. Enhance and promote the Missionary Approach to Development

Reporting to: Donor Engagement & Communications Manager

Key Responsibilities:

Develop marketing and communications plans for internal and external application
- Create a three-year marketing and communications strategy that reflects Misean Cara’s strategic direction and Missionary member projects across countries supported.
- Develop annual marketing and communications workplan and budget with line manager.
- Develop and implement engaging communications campaigns that reach and influence key national and international audiences including Missionary members, influencers and donors, working with the wider team. Channels will include website, email, social media & print media.
• Write and design content for Misean Cara’s external communications including News and Stories of Change for the media.
• Provide support to donor engagement, public engagement and advocacy.
• Collaborate with member organisations and the Misean Cara team to source, generate and publish content for e-newsletters and member communications including Members’ Updates.
• Ensure all communications comply with current national and international Codes of Conduct on Images and Messages, Misean Cara’s Communications Policy and Handbook.

Online presence and social media
• Build our online presence including miseancara.ie and social media channels.
• Develop innovative and creative campaigns and regular posts using strong visuals, graphics, working cross-organisationally to keep information on projects relevant and engaging.
• Track and monitor our social media accounts and website, against key performance indicators using the latest analytics tools and insights [Google Analytics, Google Adwords, Facebook Insights, Twitter Insights].
• Stay up to date on current trends in digital marketing to ensure Misean Cara is using the most effective tools and channels.

Media
• Generate annual thematic media plans and pitch for media coverage for ‘stories of change’, Misean Cara projects, Emergency projects and their impact, managing key national and international media relationships.
• Organise and manage annual international media projects, liaising with the Misean Cara team and member organisations.
• Generate media content and cultivate relationships with journalists (international and local)
• Draft press releases to highlight missionary development projects and key developments in the organisation.
• Identify staff, board members, members, and project staff for media interviews.

Publications, resources, and member resource hub
• Support team-wide process to generate Directors’ Report and Financial Statements, Annual Report, Donor Reports, and external resource engagement for online and print publications.
• Maintain content for online Data Resources & Member Resource Hub

Support funding diversification efforts
• Support fundraising initiatives and engagement where needed – including support to campaign design and delivery.
• Assist with formatting, editing and branding of key documents and set up of key meetings.

Events
• Communication support for events including Members’ Meetings, AGM, learning events and showcase event, etc.
• Assist with identifying and confirming speakers, content and presentations, and all aspects of event promotion.
• Collaborate with the Admin Team on event management.

Member Engagement
• Participate and actively contribute to the work of the thematic/issue-led groups with our members (e.g. COVID-19 group, strategic areas), by bringing a communications lens.
• Develop positive relationships across the entire Misean Cara membership.
Any other duties as assigned by the Line Manager or CEO.

**Qualifications and Experience**
- Degree in a communications and/or marketing-related discipline.
- A minimum of three years’ experience working in a similar role preferably in the international development and/or community and voluntary sectors.
- Experienced and regular user of IT communication tools.
- A good understanding and experience of development issues and current affairs.

**Essential skills and attributes:**
- Excellent written and spoken communication in English, in a variety of styles suitable for different media including the ability to synthesise information from a variety of sources, edit and proof.
- Self-starter and proactive in all aspects of the role including actively developing marketing and media opportunities for Misean Cara.
- Strong ability to work effectively as a team member and collaborate across the organisation.
- Excellent interpersonal skills and the ability to develop effective working relationships across the organisation.
- Ability to deliver quality outcomes and work to tight deadlines and within budget.
- Creative and innovative approach to marketing and branding.
- Capacity to build and sustain broad and diverse networks.
- A willingness to travel internationally, including to under-developed parts of the world.

**Essential IT Communication Tools**
Ability to navigate communications software, such as MailChimp, Photoshop/Picasa 3, Adobe InDesign, Canva, WordPress or other Content Management System, Media HQ online system, Microsoft Office – advanced user Word, Excel and PowerPoint, Microsoft SharePoint for collaborative work.
- CRM experience such as Salesforce an advantage
- Strong social media skills linking back to solid marketing delivery.

**Experience and Knowledge (desirable)**
- Experience working in a membership organisation
- Experience working with a fundraising team
- Experience in marketing for non-profit organisations
- Experience of photography/videography
- Proficiency in Spanish, French, Portuguese or a widely-spoken language in the Global South (e.g., Swahili, Hindi).

**Misean Cara**
- Commitment to the values, ethos, goals and work of Misean Cara
- An affinity with missionary development work and their partners
- Uphold and strengthen at all times the strong reputation of Misean Cara and ensure integrity, credibility and transparency in all activities

**Terms and benefits:**
- The post is offered on a three-year Fixed term contract basis
- Salary range €35,321.17 to €46,910.93
- 42-hour week (37 hours net); Monday to Thursday, 09:00 to 17:30 and Friday 09:00 to 17:00
- 9 months’ probationary period
- Pension entitlement after probation
- Life assurance
- 24 days annual leave + 1 mental health day entitlement
- Training will be provided on Misean Cara’s bespoke IT Project Management System (MissionLinks) and Conga (data extraction plug in)
- Supportive team environment
- Full reference checks, safeguarding, and medical apply. Garda vetting may apply.

**To apply:** please send a cover letter (max one page) outlining how your motivation, experience and skills fit the role and an up to date CV to jobs@miseancara.ie Please insert “Marketing & Communications” in the subject line.

Misean Cara is an equal opportunities employer and welcomes applications from all sections of the community. Applicants must be legally entitled to work in Ireland at the time of application.

- **Closing date:** 3rd July 2020 at midday
- **Interviews:** 9th July 2020 (virtual or face to face)