

## **Athletics Ireland Job Description for a Communications and Media Officer.**

Athletics Ireland is the National Governing Body for Athletics in Ireland. Athletics Ireland's Head Office is based at 19 Northwood Court, Northwood Business Campus, Santry, Dublin 9. Athletics Ireland is a company limited by guarantee with approximately 35 employees. For further information, please see our website at [www.athleticsireland.ie](http://www.athleticsireland.ie)

### **Summary of Role**

An exciting opportunity exists to become part of the Athletics Ireland Marketing team. Athletics Ireland, the National Governing Body for Athletics in Ireland is seeking a Communications & Media Officer to join and work with a dynamic team. This role will support the delivery of communications and media related strategies for Athletics Ireland including communications with the athletics community, building our digital profile, and putting in place initiatives to connect with the outside running community. The ideal candidate will have a relevant third level qualification and a marketing communications background, with knowledge of athletics and sport in Ireland. This role will report to the Marketing, Sponsorship and Communications Manager. Athletics Ireland is the National Governing Body for the sport of athletics (track & field, cross country, road racing and race walking). In recent years the organisation has moved to a professional structure and continues to progress objectives to become an internationally recognised world class organisation.

The role will be responsible for supporting the delivery of communications and media related strategies for Athletics Ireland. The officer will address several communications issues, specifically:

1. Improving communications with the athletics community in Ireland
2. Building Athletics Ireland Profile
3. Building Digital Profile
4. Creating closer relations with regional and national media outlets

### **The responsibilities of the Communications and Media Officer will include:**

#### **Communications**

- Support the delivery of all communications strategies and programmes at Club, National and International level.
- Act as Press Officer at agreed national events – media queries, media releases, interview clips for social media etc.
- Liaise with all external agencies where required on design, marketing, and event management initiatives.
- Ensure upcoming events are circulating through website/social media.
- Ensure information days and training programmes are delivered to club and provincial PROs.

#### **Media**

- Make and maintain contact with national/local newspapers and radio stations on the latest news.
- Support in liaising with media on Athletics Ireland business, respond to queries, submit information, press releases, highlight events etc.
- Support in the organisation of media launches or specific initiatives.
- Liaise with national, provincial and club administrators to gather and disseminate information.
- Website and social media
- Support the on-going updating of the Athletics Ireland website/s and Social Media accounts.
- Publish results, competition reports for relevant events.

#### **Other Duties as required**

- Support public relations/social media aspects of Athletics Ireland events.
- Identify and gather key data required for sponsorship campaigns.
- Support Athletics Ireland Marketing Department as required.
- Produce monthly reports detailing progress.
- Other duties as requested.

#### **Desirable skills/experience**

- Degree level sport or event management qualification or equivalent.
- 2 years' experience with a National Governing body or equivalent.
- Experience of working in a voluntary setting.
- Excellent copywriting and computer skills and good communicator.
- Organised with strong time-management skills and ability to meet deadlines and manage own workload.

**Desirable Attributes/ Personality Traits:**

- Ability to work on own initiative as well as part of a team.
- Ideally a fan of athletics.
- Good interpersonal skills with an ability to work alongside key stakeholders including sponsors, media and volunteers.
- Ability to work to tight deadlines and multi-task particularly in high pressured environment at championships and recreational events.

Candidates must have own transport and hold a clean driving licence as travelling to and from championships and Athletics Ireland events is a necessity.

<b>ATHLETICS IRELAND COMMUNICATIONS &amp; MEDIA OFFICER PERSON SPECIFICATION</b>		
<b>Skills and Qualities</b>	<b>Essential</b>	<b>Desirable</b>
<b>Qualification</b> <ul style="list-style-type: none"> <li>• Educated to Degree or Diploma level specializing in Communications and at least 2 years of relevant experience.</li> <li>• Current valid driver's license and own transport.</li> </ul>	 √  √	
<b>Experience</b> <ul style="list-style-type: none"> <li>• In Communications</li> <li>• In PR &amp; Marketing</li> <li>• In Event Management</li> <li>• Of Web Design/updating and social media</li> <li>• Of working as part of a team</li> <li>• Of leading a project and seeing it through successfully</li> </ul>	 √ √ √ √ √	   √
<b>Knowledge</b> <ul style="list-style-type: none"> <li>• Of Public Relations and Communications</li> <li>• Of Branding and Sponsorship</li> <li>• Of Event Logistics</li> <li>• Of social media and utilising it on behalf of an organisation</li> <li>• Of Sport</li> </ul>	 √  √	 √ √ √
<b>Personal Qualities and Skills</b> <ul style="list-style-type: none"> <li>• Comprehensive presentation, literacy, oral, numeric and IT skills</li> <li>• Strong interpersonal skills including the ability to liaise with a range of personnel (such as sponsors, athletes, media, coaches, marketing personnel, parents) and build relationships.</li> <li>• Self-motivated, organised, enthusiastic and committed.</li> <li>• Ability to report effectively.</li> <li>• Ability to work on own initiative, under pressure and to tight deadlines.</li> <li>• A strong team player.</li> </ul>	 √ √ √ √ √ √	
<b>Other</b> <ul style="list-style-type: none"> <li>• Willingness to travel to and between a number of different work locations.</li> <li>• Ability to communicate effectively in English.</li> <li>• Willingness to work weekends and unsocial hours</li> </ul>	 √ √ √	

*Note this job description is not meant to be exhaustive in nature and there may be additional items required of the role not specified above.*

**Hours of work**

Monday to Friday, 9 to 5.30pm (37.5 hours). Both evenings and weekend work may be required but a Time Off in Lieu system is in operation for any out of hours and weekend work.

**Our benefits include:**

Paid Maternity, Paternity leave  
Family friendly policies  
Birthday leave  
Sick pay scheme  
Education assistance  
Employee Assistance Programme  
Bike to work scheme

**Remuneration and Location**

**Salary:** Band 1, €28,489 (min) to €39,709 (max).

**Position Tenure:** Six months' probation, 2 year fixed-term full-time contract.

**Position Location:** Athletics Ireland Head Office at 19 Northwood Court, Santry, Dublin 9.

Appointment will be made subject to satisfactory Garda Vetting and suitable reference checks.

Applications including a cover letter and curriculum vitae should be sent by email for the attention of the Athletics Ireland Human Resources Manager to [kieronstout@athleticsireland.ie](mailto:kieronstout@athleticsireland.ie) Closing date for applications is 5pm on Friday the 16<sup>th</sup> of September 2022.

Athletics Ireland is an Equal Opportunities Employer.