



Headline Programme Officer- Media Monitoring and Communications

CONDITIONS

Reporting: The post holder will report to the Headline Programme Leader

Contract: Fixed term, 12 month contract

Hours: 35 hours per week

Location: Head office is in Maynooth, Co Kildare so meetings will be required there from time to time but there is flexibility for remote working.

Salary: €32,378 per annum

About Shine

Shine's vision is of an Ireland where all those affected by mental ill health have the right to recovery and the opportunity to achieve the best quality of life. Our mission is to promote individual and family recovery.

About Headline

Headline is Ireland's national programme for responsible reporting and representation of mental illness and suicide. Its primary functions are:

- To support Irish media in their work of covering difficult, and sometimes traumatic content;
- To provide training, and educational supports to the next generation of media professionals through university lectures and workshops;
- To create an evidence base through monitoring, data gathering, and research for the improvement of mental illness representations in Irish media;
- To facilitate the public in addressing cases of irresponsible, or harmful reporting.

Purpose of the Role:

The primary purpose of this role will be to monitor reporting of suicide and mental ill health in both broadcast and online media and to provide communications support to the Headline team.

The Programme Officer will work with the Headline Team Leader across many core services, including the annual Mental Health Media Awards.

The Programme Officer will be a dynamic, resourceful, energetic, resilient and creative professional who has a passion for positive change. They will be curious by nature with excellent attention to detail and solution-oriented. They will have a good understanding of both Ireland's media landscape *and* mental health sectors, or have an excellent understanding of either media *or* mental health sectors.

Duties and Responsibilities

Media Monitoring

- Monitor reporting of suicide and mental ill health in both broadcast and online media
- Analyse media monitoring data for trends relating to media coverage and representation of mental ill health and suicide and develop thematic content analysis reports and guidance
- Retrieve data/analysis results as needed for Programme Leader to support their work

Communications

- Manage the communications needs of Headline across its education, research, monitoring and support functions.
- Collaborate with media monitoring organisations to assess adherence to media guidelines.
- Compile mental health themes and collaborate with media monitoring organisations to develop thematic content analysis reports
- Be in tune with industry developments across mental health and media
- Work with stakeholders across the media and mental health industries to develop policy that best improves mental health representations in Irish media.
- Represent Headline at external events and exhibitions as required.
- Prepare reports, press releases and content to promote the work of Headline.

Other duties

- Provide support to Headline staff as needed on all publications, public responses and policy positions
- Work with the Headline Programme Leader to develop and deliver Headline's quarterly newsletters and annual reports
- Provide monthly internal and quarterly external reports on research and media monitoring activities

Skills & Personal Characteristics

- Excellent communication, interpersonal & organisational skills.
- Experienced report writer with excellent written and oral communication skills.
- Skilled in building relationships with both internal and external stakeholders and in working collaboratively
- Be enthusiastic about the nuances of language and framing.

- Highly motivated self-starter capable of taking the initiative while also working well within a small team.
- Capable of managing multiple projects and working in a fast-paced environment
- Proficient in Adobe Creative Cloud and social media.
- Interest in development of the media industry and improved work practices
- Interest in mental health and suicide prevention

Essential criteria

- Third level qualification in Journalism, Media or Communications-related field or equivalent experience
- 2-3 years relevant work experience
- Experience of working in newsrooms is desirable

APPLICATION PROCESS

Application is by official Shine Application form **ONLY**. Curriculum Vitae (CVs) will not be accepted. Send your completed Application Form in Microsoft Word or PDF format to recruit@shine.ie. In the subject field please enter **Headline**

Application Deadline: 5pm on Wednesday 28th September 2022

Conditions of Appointment:

All offers of posts are subject to completion of HSELand Children First E-learning programme **prior to** commencement of employment.

NOTE: Please note that Shine is not in a position to provide individual feedback to candidates who are not called for interview. We thank you for your interest and appreciate the time and effort you have taken to apply for the post on offer.