



Shine Communications and Fundraising Lead

Job title:	Communications and Fundraising Lead
Reporting to:	CEO
Salary:	€43,628 - €47,797 per annum, depending on experience
Contract type:	Full-time, three-year contract
Location:	Shine's head office in Maynooth with flexibility for some remote working

About Shine: Shine is a national organisation providing information and support for people affected by mental health difficulties. We aim to empower people with mental health difficulties and their families through support, information and education. We also advocate for social change by promoting and defending the rights of all those affected by mental health difficulties to equal support and quality services.

Purpose of role:

- The Communications & Fundraising Lead will assist in the development and implementation of an effective internal and external marketing, communications & social media strategy using a wide range of techniques including digital and traditional marketing, social media and public relations.
- The successful candidate will develop and implement a fundraising strategy to increase revenue from partnerships, sponsorships, events and regular giving.
- The person will engage in all aspects of Communications and Fundraising under the direction of Shine's strategic plan.
- The post holder is responsible for coordinating a range of activities to raise awareness of the diverse needs of people with mental ill health and their families to Government, other policy makers, services providers, the general public and the media.

Duties and responsibilities:

- Engage with all Shine staff to support the communications needs of all programmes.
- Develop and implement Communications and Fundraising strategies across the organisation
- Responsible for internal communications across Shine.

- Supervise the Communications and Fundraising Officer.
- Support the CEO to carry out the public affairs activities of the organisation in terms of engaging with government officials, public representatives, media and other key stakeholders.
- Engage in external communications across all programmes of the organisation and increase awareness of Shine using a wide range of communications tools, including our website, social media and digital marketing platforms.
- Manage the creation and publication of all Shine promotional materials.
- Develop and implement Shine's branding guidelines.
- Respond to media queries and maintaining good media relations.
- Oversee and moderate Shine's social media, digital media platforms and website.
- Contribute to the overall operational policies and priorities of the organisation.
- Cultivate relationships with potential partners and donors and develop fundraising activities, including responding to all fundraising requests and activities.
- Make pitches and presentations to potential partners.
- Maintain a database to coordinate leads and follow ups.
- Develop and manage existing key projects ensuring that they are well executed and reach their targets.
- Participate in organisation meetings, events and working groups.
- Carry out all other duties as required, commensurate with the responsibility of the post

Person specification

- Excellent communications, presentation and writing skills.
- Experience of developing and implementing successful communications and fundraising campaigns.
- A proven track record of team working.
- Strong project management skills
- Strong networking skills
- Confidence working independently and driving projects from beginning to end
- Strong reporting, analytical, IT and social media skills.
- Knowledge of the mental health/ voluntary sector in Ireland.
- Experience of using Salesforce CRM.

Qualifications and requirements

- Third level qualification in Communications, Journalism, Media Studies or equivalent.
- A minimum of 4 years working in a communications and/ or fundraising role.
- A strong interest in mental health and communications

Shine benefits include:

- Support and supervision provided by your line manager on a regular basis.
- Training and ongoing professional development.
- Flexible working hours.
- Access to Employee Assistance Programme.
- 24 days annual leave per annum (pro rata for part time employees) plus one wellbeing day per annum.

- Bike to work scheme.
- Paid maternity and paternity leave.

APPLICATION PROCESS

Application is by official Shine Application form ONLY. CV's will not be accepted. Send your completed Application Form in Microsoft Word or PDF format to recruit@shine.ie.

Application Deadline: 12 noon on Monday 31st January 2022

Conditions of Appointment:

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

NOTE: Due to the anticipated large number of applicants, we will not be able to reply to unsuccessful candidates. We thank you for your interest and appreciate the time and effort you have taken to apply for the post on offer.