



An Cosán is currently seeking a talented **Communications and Information Officer** to join our team. This role plays a key part in driving the visibility of our services, sharing the impact of our work and telling the story of the transformative power of education and early year services. The role requires an energetic and enthusiastic professional who will actively seek out powerful stories across the organisation, look at new ways of connecting to audiences, and ensure the consistent and persuasive communication of An Cosán's key messages.

Job Title:	Communications and Information Officer
Reports to:	Corporate Services Manager
Contract:	Three Years
Probation:	9 Months
Location:	Tallaght, Co Dublin
Salary:	€28-35,000, depending on experience

### **An Cosán**

An Cosán (Irish for 'The Path') is Ireland's largest community education organisation. The mission of An Cosán is to bring about social equality and an end to poverty through community-based adult education, the provision of early years supports, wrap around counselling services, and empowering social enterprise development. Over the past three decades, we have supported over 18,000 people to reach new pathways to empowerment via community education. Using innovative technology to deliver virtual access to its range of learning programmes An Cosán now reaches communities across Ireland.

### **The Role**

The Communications and Information Officer will bring their skill and enthusiasm to communicate the message and ethos of An Cosán on a national level, ensuring that those who need our services are aware of them while informing relevant stakeholders on the importance and impact of the work that we do. Internally, the Officer will coordinate the collection and sharing of information across the organisation in order to further enrich our culture and cross programme awareness. The Officer will provide advice and insight to the Management Team to inform communication approaches and developing and executing the everyday functions of our external and internal communications, as well as campaigns.

The successful candidate will be flexible, eager to engage across the organization and with stakeholders, and have a focus on delivering communications that get results, while upholding best practice in representing the mission and ethos of An Cosán.

## Key Responsibilities

- Manage all aspects of our online presence and print media, including newsletters and e-bulletins, as well as project-specific marketing material. These will be focused on increasing awareness of our services amongst particular target audiences.
- Content Management Systems – Develop, manage and update content for website, working with programmes to ensure accuracy and to ensure information is up to date and accessible for learners.
- Social media – Responsibility for all social media, including content gathering and scheduling. Track results and enable effective communication to our followers.
- Assist with the preparation of print publications, including updating of templates for fliers, handbooks, etc
- Identify press opportunities and work with the Management Team to increase coverage of An Cosán's activities
- Provide communications supports to other team members
- Maintain an information database of course information, schedules, key contacts, and grant opportunities.
- Support fundraising campaigns and events
- Support the implementation of a new CRM system
- Other duties as assigned by the CEO

## Essential Skills and Core Competencies

- Excellent standard of written and verbal communication, with a focus on storytelling and case studies
- Ability to synthesis information from a variety of sources, prepare documents, edit and proof read
- Strong knowledge of digital communication tools and social media, and aptitude to keep informed on emerging trends
- Adaptability and ability to work on own initiative, with a focus on deadlines
- Understanding of marketing & branding
- Strong communicating and presentation skills
- Strong knowledge of databases and information management systems
- Capacity to access, analyse and make appropriate use of relevant research
- Works effectively and constructively within a team

## Experience and Knowledge

### Essential

- Demonstrated evidence of Social Media publishing and analysis
- Experience in copywriting and content creation

- Practical hands-on experience with content management systems
- Familiarity with online tracking, analytics and SEO
- Excellent working knowledge of desktop publishing and graphic design

### Desirable

- Previous experience working for non-profit organisations
- Experience with public and press relations.
- Affinity with and understanding of the importance of engaging learners and communities in realising their potential as equal members of a socially just society.

### Qualifications and Expertise

- Degree in communications/marketing/media or commensurate experience
- Three years' experience working in a similar role.
- Experienced and regular user of IT platforms and communication tools.

### Application Process:

Please email the following documents to [jobs@ancosan.ie](mailto:jobs@ancosan.ie) with subject line clearly marked **Communications and Information Officer** role:

- Cover letter
- Curriculum Vitae
- Completed Application Form

Closing date for applications is 5pm on Monday, 2<sup>nd</sup> November 2020.

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