



Communications Officer (Full-time)

Bodywhys - The Eating Disorders Association of Ireland - invites applications from suitably qualified candidates for this role.

About this role

Supporting the Communications and Policy Manager (CPM), the Communications Officer contributes to meeting the organisation's key objectives through a variety of activities, including social media management, development of graphic content, campaign planning, media monitoring, website maintenance, podcast editing, content dissemination and monitoring, event co-ordination and correspondence with key stakeholders, both internally and externally

Team: This role forms part of the Communications, Research and Policy team.

Status: Full-time, typical office hours (9am-5pm)

Location: Hybrid. Working from home/remotely and in the office at St. John of God Hospital, Stillorgan, Co. Dublin (dependent on where candidate is based)

Reporting to: Communications and Policy Manager

Salary: € please contact Mary at accounts@bodywhys.ie for information on salary.

Please read this information pack in full.

About Bodywhys

Founded in 1995, Bodywhys – The Eating Disorders Association of Ireland - is the national voluntary organisation supporting people affected by eating disorders and their families. Bodywhys provides a range of non-judgemental listening, information and support services, as well as school talks, training, literature and webinars. Other aspects of the organisation's work include developing professional resources, collaborating with social media companies to respond to harmful online content and working with the mainstream media to create awareness about eating disorders. Bodywhys develops evidence-based programmes to promote positive body image and social media literacy in children and adolescents and provide relevant supports and guidance for parents and education professionals on same. Bodywhys is the support partner to the HSE's National Clinical Programme for Eating Disorders (NCP-ED).

Vision and Mission

Our mission is to ensure support, awareness and understanding of eating disorders amongst the wider community as well as advocating for the rights and healthcare needs of people affected by eating disorders. Our vision is that people affected by eating disorders will have their needs met through the provision of appropriate, integrated, quality services being delivered by a range of statutory, private and voluntary agencies.

Specific duties and responsibilities

Supporting the CPM in planning and delivering communications projects and campaigns across the year, through:

- Assisting in planning awareness campaigns e.g. Eating Disorders Awareness Week (EDAW), Green Ribbon campaign, International Women's Day/International Men's Day, Carer's Week, World Mental Health Day
- Developing key messaging and graphics for social media, resources and website

- Preparation and technical support for webinars, managing registrations
- Dissemination, monitoring and management of content on multiple platforms e.g. website, podcast and social media
- Podcast editorial support and circulation
- Assisting with planned advertising campaigns e.g. radio ads

Supporting the CPM in maintaining, reviewing and reporting on content, through:

- Reviewing materials for continued relevance and impact e.g. resources, leaflets, website content, communications related policies
- Adhering to consistent branding and accessibility standards across all communications, and proofing materials for quality assurance
- Reporting on progress of communications campaigns
- Reporting on analytical data, as required e.g. website and social media analytics for annual report, board reports and evaluating impact
- Regular website reviews and completing updates as required e.g. support services calendar

Assist the CPM in relation to mainstream media, through:

- Media monitoring and analysis via dedicated portal system. Maintaining archive system for press clippings and circulating news updates internally
- Assisting in co-ordinating media training sessions for our Media Panel (experts by experience), maintaining mailing lists and ensuring compliance with GDPR regulations.

Internal and external communications with various stakeholders, via phone, email and online platforms, such as:

- Email campaigns and messages via Mailchimp, including:
 - Drafting and circulating the eBulletin/newsletter and managing contact list
 - Scheduling reminder emails for various online support groups throughout the year and managing mailing list
- Managing correspondence and monitoring Bodywhys social media platforms (Instagram, Facebook, X, LinkedIn, YouTube) for relevant updates e.g. direct messages, tags, mentions

- Responding to communications related phone and email queries
- Attend and support various events and campaigns, as needed, for example:
 - Bodywhys team meetings and events
 - Meetings with other groups in the community and voluntary sector

Any other duties as needed by the CEO

Person requirements

Essential

- Minimum of 2 years' experience in communications e.g. media relations, marketing, social media, content creation
- Knowledge of eating disorders, body image and the role of Bodywhys
- Strong social media content development and design skills
- Strong written communication skills and an eye for detail
- Experience of website management
- Good understanding of mainstream media landscape in Ireland
- Ability to work with numbers, data and an understanding of compliance with GDPR
- Ability to work as part of a team and to build and maintain relationships
- Strong organisational and time management skills, and an ability to work on multiple projects
- Knowledge of public relations campaigns e.g. press releases

Desirable

- A third level qualification in a related discipline e.g. communications, marketing, public relations
- Knowledge of WordPress, Audacity, Salesforce, Canva, Mailchimp, Qualtrics, MS Teams/Office

- Experience within the community and voluntary sector
- Ability to be flexible and creative in a changing environment
- Fluency in Irish
- Experience presenting complex topics in plain English
- Podcast editing experience

Other

- Carry out any other duties as required that are consistent with the responsibilities of the post
- Maintain confidentiality on all matters relating to staff, volunteers, service users and Bodywhys operations
- Always adhere to all Bodywhys policies and procedures currently in operation
- Project a positive image of Bodywhys at all times
- Occasional out of hours work e.g. webinars.

Application process:

To apply for this role, please send a current CV and a cover letter to Mary O’Riordan, Finance Manager accounts@bodywhys.ie

Deadline for applications: 5pm, Monday, July 21st.

Shortlisting and interviews:

- Applicants will be shortlisted based on their experience and skills
- Interviews will be held online via MS Teams
- Interview candidates will be asked to complete a communications task prior to interview

