

Business in the Community Ireland is excited to invite candidates to apply for the position of **Head of Communications**, reporting directly to the CEO and a member of the Senior Team.

The key aims of the role are:

- Position BITCI as the leading organisation on ESG, business sustainability and inclusion
- Generate visibility for our stories of impact across mainstream media, digital and key platforms.
- Articulate our vision to government and key stakeholders.
- Help attract new member companies aligned with our vision and intent on change.

JOB SUMMARY

- *Permanent contract, Full-time @ 35 hours per week - Hybrid working, Dublin 7 Office*
- *Salary Band 15 (€68k - €77k per annum, depending on experience) FTE*
- *Requires an appropriate third level qualification **or relevant comparative work experience.***
- *Ideally for this role, skills and knowledge to have been acquired by at least 10 years' experience of working directly with business, business advisory organisations, media or other organisations, ideally on ESG, sustainability and inclusion.*

Please note that you must hold current eligibility to work in Ireland to be considered for the role.

SEE FULL JOB DESCRIPTION BELOW FOR FURTHER DETAILS

Benefits offered:

- Annual leave: 22 days annual leave per year pro rata, rising to 26 days after 1 year.
- PRSA: Option to join the Company's PRSA scheme after six months' service.
- Flexible/hybrid working practices.
- Career growth – We want you to grow with us.
- Access to our Employee Assistance Programme
- Cycle to work scheme.
- TaxSaver commuter scheme
- Supports to set-up home office and provision of all necessary IT infrastructure for remote working.
- Volunteer days – We encourage you to give back to the community.
- Did we mention great teammates?

How to apply:

To apply for this role please send your CV and cover note via email to careers@bitc.ie before or on the closing date: **25 April 2023**

Business in the Community Ireland is committed to creating a diverse environment and is proud to be an inclusive employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or socio-economic status.

Note: Applicants who anticipate needing accommodations for any part of the application process may contact, in confidence, infohr@bitc.ie

Business in the Community Ireland (BITCI) is a unique non-profit organisation. Since 2000, we champion the business transition to more sustainable and inclusive models that leave no-one behind. We pioneer initiatives and strategic support services for business and today, over 120 of Ireland’s largest companies are members. We are a leadership forum, bringing together CEOs and C-suite to develop novel initiatives to transform business and we are a network of practitioners, promoting per learning and partnership building.

Our approach is based on one-to-one engagement and collective action through our campaigns, the [Low Carbon Pledge](#) and [ELEVATE Inclusive Workplace pledge](#). We provide certification through the [Business Working Responsibly Mark](#), Ireland’s only third-party verified management systems standard on ESG.

Our reach extends to initiatives on inclusion through education and employment, with programmes that engage vulnerable jobseekers, as well as students and the education community in DEIS schools nationwide. How we work; our purpose, **values** and culture matters. We believe in collaboration, consensus, empathy, fairness, support and putting our passion at the heart of what we do.

Job Title:	Head of Communications
Job Purpose:	To position BITCI as the leading organisation on ESG, business sustainability and inclusion and to generate visibility for our stories of impact across mainstream media, digital and key platforms.
Contract Type:	Permanent, full time – 35 hours per week
Reporting to:	CEO
Number of Direct Reports:	2 to 5
Job Location:	Dublin / Hybrid
Travel/ Driving License Required:	Yes
Salary:	Band 15 (€68-€77K)

JOB DESCRIPTION

Telling the story and the impact of our work to key audiences, influencing opinion leaders and the business community, engaging with government and critical stakeholders is at the heart of our 2022-2025 Strategic Action Plan. Providing thought leadership, evidence-based research and best practice are main priorities. Using a tone of voice that is confident, inspiring and inclusive will be a critical success factor for the organisation. The Head of Communications plays a critical role in our organisation. **Reporting to the CEO and a member of the Senior Team**, and working with a team of three colleagues (FT Events Executive, PT Membership Recruitment Executive and FT Digital and Social Media Lead - in the process of being recruited), the Head of Communications will translate our strategy into a robust communications vision and implementation plan.

The Key Aims of the role are:

- Position BITCI as the leading organisation on ESG, business sustainability and inclusion
- Generate visibility for our stories of impact across mainstream media, digital and key platforms
- Articulate our vision to government and key stakeholders
- Help attract new member companies aligned with our vision and intent on change.

Core Responsibilities

Communicate our messages and promote our organisation:

- Lead the implementation of an annual action plan and KPIs aligned with strategic objectives
- Evolve our brand identity, key messages and tone of voice in an increasingly busy marketplace
- Engage media; develop connections with editors, correspondents/reporters and influencers on key issues
- Enhance our digital strategy across website, social media, collective campaigns, newsletters
- Oversee the implementation and evaluation of our annual calendar of events
- Drive the development of thought leadership and research across the organisation
- Support teams in publications and external communications and ensure design coherence
- Safeguard our brand; ensure quality and consistency in our communications
- Lead on communications crisis management, ensure protocols are developed and key staff trained.

Stakeholder relations:

- Lead, alongside Senior Team peers on the implementation of an annual plan, aimed at funding sustainability, advocacy and visibility of BITCI as an agent of change on ESG, inclusion and sustainability
- Engage in meetings, policy submissions/briefings and other relevant activities as needed.

Engage in internal communications:

- Partner with the CEO and People and Talent Manager on internal communications including monthly all-staff meetings, bi-annual staff days, regular updates and our SharePoint communications site.

Attract new member companies aligned with our vision and intent on change:

- Oversee the campaigns and initiatives to attract new members to the organisation
- Participate in member recruitment events, meetings, proposals and follow-up actions

Lead the Communications team:

- Lead the team, working across digital, events, recruitment and storytelling
- Ensure the team has a strong learning and development plan and that it is implemented
- Nurture innovation and autonomy across the team
- Manage an operations budget for external supports, ensuring value for money and alignment with our procurement guidelines

Key member of the Senior Team:

- As a member of the Senior Team, engage in regular meetings and updates; participate in strategy development and ongoing change management.
- Update the Board as required on communications and positioning

The above is not an exhaustive list of duties. There may be other ad-hoc duties assigned from time to time, in line with the overall organisational objectives of BITCI.

Person Specification:

Qualifications

Minimum of ten years' experience of working directly with business, business advisory organisations, media or other organisations, ideally on ESG, sustainability and inclusion. Relevant third level qualification highly advantageous.

Core Skills

- Demonstrable track record of delivering an effective communications strategy for a business or non-profit/NGO through mainstream and social media to build brand recognition and profile.
- A proven track-record in managing teams with a focus on learning and development and coaching talent
- Strong knowledge of business, media and influencers in Ireland, with a good network of contacts
- Strong understanding of ESG, business sustainability and inclusion
- Experience in building relationships at senior level with business, government, media and influencers
- Experience in brand management
- Strong knowledge of Microsoft Office, SharePoint, Mail chimp and other communications software.

Other skills

- Ability to work on own initiative and as part of a small dynamic team with multiple tasks and deadlines
- Client-driven, works to high degree of attention to detail and thoroughness
- Excellent presentation, facilitation, research – including data analysis - and writing skills
- Confidence in media engagement and public speaking
- Strong time and project management skills
- Diplomacy and sensitivity to different opinions and approaches
- Strong interpersonal and collaborative skills
- Committed to the values of our organisation and passionate about driving change