

Role:	External Communications Coordinator
Location	159-161 Sheriff Street Upper, Dublin 1
Reporting to	Communications Manager
Contract	Permanent
Salary	€45,509 - €58,894
Probation	6 months
Hours	35 Hours per week
Leave	22 days (+closed 3 designated days Christmas week)

Clúid Housing is a progressive and dynamic not-for-profit Irish housing association.

Clúid Housing is an equal opportunities employer and proud to have been recognised as a top employer in Ireland. At Clúid Housing we firmly believe that our success is down to our dedicated and growing staff body working in every corner of Ireland. Our company is made up of talented people who bring enthusiasm, confidence, expertise, professionalism and respect to our business. Our staff consistently work towards achieving our vision of creating a society where everyone has a great place to live.

Our employees benefit from a great working environment, great learning opportunities, a supportive management team and an extensive benefits package:

- Competitive Remuneration
- Excellent & Continuous Training
- Development Opportunities
- Flexible Working Arrangements
- Access to an Employee Assistance Programme
- Excellent Employee Benefits

If the above appeals to you, then keep reading....and remember Clúid Housing is proud to be an equal opportunity employer.

Communications Department

Clúid recognises that in order to achieve its strategic objectives, the organisation must communicate effectively with its stakeholders. The Communications Department is responsible for internal and external communications across the organisation. The team works closely with various stakeholders to ensure communications activity is closely aligned with Clúid's strategic aims. The department is made up of a Communications Manager, an External Communications Coordinator and an Internal Communications Coordinator.

Role: External Communications Coordinator

Role Overview:

This role supports continued organisational growth and the associated demand for communications support across the organisation. The External Communications Coordinator contributes to business success by designing and driving effective communications plans.

Working with various departments and reporting to the Communications Manager, the External Communications Coordinator will maintain Clúid's quality reputation and implement communications solutions which contribute to achieving the organisation's strategic objectives.

Reporting to: Communications Manager

Key responsibilities

Communications

- Provide communications guidance and support across all departments;
- Coordinate external communications and marketing activity;
- Implement the new business marketing strategy and provide strategic communications guidance to influence stakeholders and identify new business opportunities;
- Produce and develop communications marketing materials;
- Coordinate content working groups;
- Support strategic organisational objectives through coordinating events and seminars etc.

Branding

- Protect, enhance and promote Clúid's brands across all touch points;
- Work with agencies and third-party service providers to manage the production of photos, videos, reports (including Annual Report) and other marketing materials;
- Support the organisation's employer branding initiatives;
- Ensure consistency across all branding and messaging.

Online

- Ownership of Clúid/Clann websites incl. reporting, maintenance and development;
- Develop and implement online campaigns;
- Support delivery of digital strategy;
- Ownership of Clúid/Clann social and digital content, strategies and campaigns;
- Develop and oversee social media strategy.

Press Office

- Protect and enhance Clúid's public profile through coordinating press office activity;
- Achieve national and regional media coverage that highlights resident voice and our work;
- Actively engage, cultivate and manage press relationships.

Corporate Responsibilities

- Ensure all activity is aligned to Clúid's values and contributes to the mission of supporting the development of thriving communities;
- Adhere to all Clúid policies and procedures at all times;
- To exercise discretion at all times;

- To fulfil all care and high standards regarding both Clúid’s and your own health and safety obligations.

General

- Adopt an approach of continuous learning and personal development;
- To positively promote the Association in all activities;
- Any other duties which are consistent with your role.

Person Specification

Key competencies required in the role

- Communications
- Relationship management
- Project management
- Commercial acumen
- Digital

Personal Characteristics

- Quality driven
- Full circle approach
- Strategic thinker

Key Skills	Essential	Desirable
Candidates will be shortlisted on the basis of <u>illustrating in their application that they fulfil the following criteria.</u> Examples that demonstrate the ability to fulfil the criteria should be included as well as the above competencies.		
Education	Essential	Desirable
▪ Educated to degree level in a related field	✓	
Knowledge/Skills	Essential	Desirable
▪ A minimum of three years’ professional communications experience	✓	
▪ Ability to effectively communicate and develop relationships	✓	
▪ Ability to think strategically and deliver against agreed outcomes	✓	
▪ Ability to prioritise and manage expectations	✓	
▪ Ability to actively engage with colleagues	✓	
▪ Committed to quality and attention to detail	✓	
Experience	Essential	Desirable
▪ Experience managing communications projects and events	✓	
▪ Experience managing digital campaigns	✓	
▪ Experience developing and maintaining brand awareness	✓	
▪ Experience managing corporate social channels	✓	
▪ Experience managing advertising campaigns (ATL, BTL, TTL)		✓
▪ Experience commissioning, producing, and distributing multimedia content	✓	

The closing date for applications to be returned for this role is 24th January at 11.59pm. It is anticipated that Interviews for the position will be held on week beginning 1st February 2021.

Please [click here](#) to complete our online application form.

(Please note the application form requires the completion of 5 competency-based questions, advice on how best to answer these questions can be found below)

Our vision is of a society where everyone has a great place to live.

Our mission is to provide quality housing and services to enable people to create homes and thriving communities.

OUR VALUES

Leadership

We are passionate about results that matter and are committed to constantly challenging the way we do things, so that we can be the best at what we do.

We aim to set the benchmark for housing quality and customer service.

We accept only the highest standards of conduct and put service before self-interest.

Collaboration

We are approachable and responsive.

We aim to get the best, mutually beneficial results from all our working relationships.

We keep our promises.

Responsibility

We take personal and collective responsibility to ensure that the needs of our customers are consistently met in a cost effective and sustainable manner.

Caring

We believe that when we care for each other, interacting with integrity and respect, we will ultimately achieve the best possible outcome in any given situation.

COMPETENCY BASED QUESTIONS

Information on completing Competency Based Questions:

As part of your application you are required to describe some of your personal achievements to date that demonstrate certain necessary skills and qualities required for this position. The skills and qualities are outlined in the Questions Areas of the application form. All question areas must be completed and remember that you will be questioned on all areas at interview if you are invited to one. The instructions below will help you to complete your answers, but you should also consider these instructions when you are preparing for interview.

For each question you are given a description of the competency. You are then asked to describe a situation, from your own experience, which you think is the best example of what **YOU** have done which demonstrates this skill or quality. It is essential that you describe how **you** demonstrated the skill or quality in question.

The information you present here will form part of a shortlisting process, where necessary, and may also be used to help structure your interview, if you are invited to one. Therefore, compose your replies carefully and try to structure what you write so that you give specific information about what you have done – for example, do not simply say that “X was successful”, describe exactly what you did and how you demonstrated the skill or quality in question.

For each of the examples please include the following:

- (a) The nature of the task, problem or objective;**
- (b) What you actually did and how you demonstrated the skill or quality**
- (c) The outcome or result of the situation**

Please do not use the same example to illustrate your answer to more than two skill areas.

Please note that, should you be called to interview, the Interview Board may look for **additional examples** of where you demonstrated the skills required for this post so you should think of a number of examples of where you demonstrated each of the skills.

GUIDELINES FOR COMPLETING THE COMPETENCY BASED QUESTIONS

The competencies are designed to help you to present **relevant evidence** in order that decision makers can evaluate how well you ‘fit’ the requirements of the role. Relevant evidence is usually drawn from your work experience and the way in which you have accomplished a range of activities. Those involved in screening the applications will be evaluating the information you give against **specific skills** required for effective performance in the role. To do this they need you to give enough detail so that they can tell **what you actually did** and **how you did it**.

The people doing the screening **will not** assume that you demonstrate a skill at the right level just because of your current role, length of experience or educational qualifications. These do not give enough evidence about how you accomplished relevant tasks. So, if a question is about your approach to decision making, you need to do more than describe your current role and list important decisions you have made. You will need to describe **how** you reached relevant decisions.

Some guidelines for presenting yourself well are given below:-

- **Give specific examples** – all competencies will ask you to describe an example of when you have demonstrated a skill: try to do this concisely but with enough detail so that the reader will be clear about **what you actually did**. This detail might include information about timescales, the number of people involved, budgets etc. It can help to use bullet points to that the sequence of events is clear to the reader.
- **Give a range of examples** – if possible, base your answers on different situations or challenges you faced rather than rely on just one experience. This helps the reader to evaluate how you tackle different challenges and not just your behaviour in a ‘one off’ situation.
- **Be concrete rather than theoretical** – a clear description of **how you actually behaved** in a particular situation (and why) is of much more use to the reader than a vague or general description of what you consider to be desirable attributes.

EXAMPLES ON HOW TO COMPLETE THIS SECTION OF THE APPLICATION FORM

Competency: Communication Skills: *able to adapt your communication style to particular situations and audiences..... Able to produce clear and concise written information....*

Example 1: *I was responsible for producing important management reports and supporting presentations for a range of important and high profile clients. Through my understanding of the clients' needs and my effective communication skills, I have ensured that the reports that go to the clients are relevant and focused, and are continually improved. The reports I have produced and the presentations I have made were well received by all my clients. As a result of the combination of my analytical thinking and interpersonal and communication skills, my brief has been extended to lead the development of the strategic plan for the organisation.*

Example 2:

(a) *The unit I was attached to was responsible for producing a management report and supporting oral presentation for several large clients, some with significant problems and issues to report. In some cases the management report was publicly available and was subject to a great deal of scrutiny. A new style/format of management letter needed to be developed for my clients, as many of the clients were complaining that the letters were too large/long and difficult to read.*

(b) *I was tasked with developing a new style of management letter for the clients. I had to meet stringent quality requirements/criteria whilst addressing the need to reduce its size. Following consultation, mainly over the phone and face-to-face, with the majority of our clients, I realised that a summarised report format with a better visual and more interactive presentation was the answer. I developed a format for a summarised report, reducing the average length from 40 pages to just 10. I achieved this through careful editing of information and increased use of graphs etc. I then developed a more focused presentation to clients and included more graphical displays and incorporated short presentations by colleagues directly involved in producing the work. During the presentations I encouraged clients to ask questions and develop their understanding of the issues at hand.*

(c) The summarised management report and improved presentations were seen as a success by the clients, who with exception, in responding to an evaluation survey, found the new format/style better than the previous, and all requested that the revised system should be continued.

Example 1 (above):

This is **not** a good example because it:

- does not give sufficient details of exactly what the person did or how they actually demonstrated their “*effective communications skills*”, also, it is not clear where the information requested at (a), (b) and (c) above is presented.

EXAMPLE 2 (ABOVE):

This is a **better** example because it:

- describes exactly what the person did and how they communicated, for example “*.....consultation, mainly over the phone and face-to face*” & “*developed a format for a summarised report, reducing the average length from 40 pages to just 10*” “*achieved this through careful editing of the information and increased use of graphs*”. “*Encouraged clients to ask questions*”
- Also, it is clearer where the information requested at (a), (b) and (c) above is presented.

Reminder:

Please note that all competencies must be completed at the time of application.

Failure to complete all areas of the application form may result in you not being brought forward to the interview stage of the selection process.