As Covid19 continues to have a catastrophic effect on the tourism and hospitality industry, Fáilte Ireland is helping the industry navigate and survive this crisis through targeted business supports, key mentoring and tailored recovery plans.

As part of this work Fáilte Ireland is seeking to recruit a highly motivated and energetic Corporate Communications Officer. This role is suitable for someone with a proven track record in media relations, stakeholder engagement and a passion for creating dynamic and engaging content.

The role will report to the Corporate Communications Manager and will be based at Fáilte Ireland, Aras Fáilte, 88-95 Amiens Street, Dublin 1.

*subject to the lifting of current Government restrictions which are currently in place in response to Covid19.

Please return your completed application form by email only to recruitment@failteireland.ie

**Closing Date: Thursday, 21st of May at 12.00 noon (Ireland Time)**

Fáilte Ireland is an equal opportunities employer.
**Job Title: Corporate Communications Officer**

**Location:** Dublin

**Salary:** €47,633 - €68,135*  
*The successful candidate will commence on the 1st point of the salary scale in line with current Government pay policy.

**Business Unit:** Corporate Communications

**Reporting to:** Corporate Communications Manager

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**Job Purpose**

As part of the corporate communications team the successful candidate will support Fáilte Ireland, as the National Tourism Development Authority, in the implementation of its corporate communications strategy.

**Primary Objectives/Key Responsibilities**

The role of Corporate Communications Officer will cover a number of key areas of responsibility including:

**Media Relations**
- Account manage specific divisions across the organisation and manage their media relations requirements  
- Determine publicity requirements, identify media opportunities and devise proactive communications plans  
- Agree messaging and support, brief and advise colleagues ahead of media engagements  
- Co-ordinate all aspects of media events including photo-calls, press releases, media briefings, press conferences, openings etc.

**Stakeholder Engagement**
- Input into the development and implementation of Fáilte Ireland’s stakeholder engagement plans  
- Support the work of the organisation to align stakeholders with Fáilte Ireland’s strategic objectives, supports and priorities  
- Coordinate Fáilte Ireland’s presence at various stakeholder events  
- Support internal divisions to manage stakeholder communications in their area of expertise when required

**Project Management**
- Work with internal and external partners to project manage corporate events and plans that will help deliver Fáilte Ireland’s corporate communications strategy  
- Employ key project management tools to ensure efficient delivery of projects

**Digital Communications**
- Input into the overall corporate digital strategy and activities to deliver optimal measurable business to business communications with our key stakeholders  
- Support the management of the corporate website [www.failteireland.ie](http://www.failteireland.ie) and input into future plans to enhance/develop the site as required  
- Contribute to the development and implementation of the corporate social media strategy and output

**Content Creation**
- Contribute to the delivery of effective and new corporate communications content including video, infographics, podcasts, promotional print and online materials
• Produce high quality written material – speeches, press releases, briefing papers, newsletters
• Advise and support internal teams on developing content for relevant corporate audiences

Carry out all other duties as required and participate as a full member of the corporate communications team by supporting different work projects, as required, from time to time.

**Person Specification**
The successful candidate will have a minimum of five years’ experience in a communications or media role with a proven track record of effective stakeholder engagement and project management.

**Essential Criteria**
- Excellent written communication skills
- Attention to detail
- Effective stakeholder engagement
- Creative thinker that can implement ideas from inception to execution
- A proven record of executing digital communications strategies including websites, podcasts etc.

**Key Technical Skills**
- Strong written and verbal communication skills
- Clear understanding of the modern media landscape and communications environment
- Effective presentation skills
- Experience of digital communications including websites and social media tactics, metrics and evaluation

**In order to be eligible to apply for this role you must have / demonstrate in your application form the following:**
- Minimum of five years’ experience in a communications or media role
- A third level qualification in an appropriate or related field is essential
- Experience of working in a fast-paced corporate press office, newsroom or equivalent
- Strong project and event management skills
- Experience of creating and implementing tailored communication plans that target multiple audiences through a variety of channels

**Desirable Criteria**
Previous experience working in the following areas are also beneficial.
- PowerPoint and Excel experience
- Content management system experience
- Experience of working with customer relationship management systems
- Experience with design applications

**Key Competencies**
- Relationship management
- Communication (written and verbal) skills
- Project management
- Internal consultancy skills

*A panel may be created from which future vacancies may be filled.*