



JOB DESCRIPTION

Job Title:	Digital Communications Officer
Department:	Communications
Reporting to:	Director of Communications
Hours of work:	35 hours per week. The nature of the job means a degree of flexibility is required as the role will involve unsocial hours including evenings, weekends, and some occasional international travel.
Role family:	Officer
Salary Scale:	£20-£30K
Duration:	Permanent

PURPOSE OF THE JOB:

To work as part of the Irish FA's Communications team in delivering and developing online content, both written and filmed.

This is your chance to be part of the award-winning Irish FA communications team at a time of great significance for the Association. You will be at the heart of telling the story, through a range of digital channels from the education and grassroots focussed work of the Irish FA Foundation, enhancing the profile of women's and girls' football in Northern Ireland as well as amplifying the messages of our partners and sponsors.

You're a communications all-rounder, full of ideas who will hit the ground running by being ready to shoot, produce and edit video, write engaging website content, and feel right at home on social media.

MAIN DUTIES AND RESPONSIBILITIES:

- 1 Support the Communications team in delivering and developing engaging content.
- 2 Produce compelling written and filmed content-to deliver efficient and effective communication of projects-and activities across the Irish FA Foundation and wider business.
- 3 Liaising with media outlets, locally and nationally, to place stories.
- 4 Create and manage visually engaging digital content for multiple platforms including Facebook, Twitter, Instagram, LinkedIn and websites using a variety of different tools such as Adobe Photoshop, Adobe Premiere Pro (or Final Cut), Umbraco and Canva.





- 5 Support in developing communication strategies and campaigns for Irish FA Foundation and wider business.
- 6 Assisting in day-to-day management of all digital media channels, planning and scheduling content impactful and engaging content, designed to drive audience growth.
- 7 Produce and upload stories onto the Irish FA website using Umbraco content management.
- 8 Support the development of new features on the Irish FA website.
- 9 Research, write and/or produce multimedia content ensuring it appeals to key target audiences and maximises user experience on Irish FA digital platforms.
- 10 Self-shoot interviews and features which bring to life the work of the Irish FA as set out in our new five-year strategy, ensuring that content drives engagement with our target audiences.
- 11 Optimise video and multi-media content for Search Engine Optimisation (SEO), appropriate tagging and distribution to maximise the size of our target audience.
- 12 Help manage third party video production agencies engaged to produce content as required.
- 13 Export edits in appropriate formats for web use.
- 14 Measure performance of video and multimedia content for reporting in accordance with website and social media key performance indicators (KPIs) and explore new forms of content resonance.
- 15 Champion appropriate alternative content and tools that increase engagement and provide a unique user experience.
- 16 Work as an integral part of the communications team with the Digital Content Manager to maintain and develop live content on Irish FA website.
- 17 Proactively participate in training and development opportunities, staff performance appraisals and reviews as required.
- 18 Service the Irish FA's policies in line with its development plans.
- 19 Adhere to and actively support at all times all company policies, procedures, processes and working practices, including adhering to best practice.
- 20 Any other duties as may be reasonably requested from time to time.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in light of the changing needs of the Association.





PERSON SPECIFICATION: Digital Communications Officer

Criteria	Essential:	Desirable:
1. Education & qualification	1.1 Educated to degree level in the relevant subject OR significant relevant experience; this means two to three years' experience or more and directly related to the duties and responsibilities of the job.	1.2 Hold a relevant degree in journalism, multi-media or graphic design or related field. 1.3 Hold a diploma in Digital Marketing.
2. Experience	2.1 A minimum of one year's proven experience in the planning, design and delivery of communications and public relations campaigns.	2.2 Three years' experience in related activity.
3. Skills, knowledge & competencies	3.1 Knowledge, skills, and experience in using current multi-media content design and management and analytic software, including social media and website content management systems. 3.2 Ability to develop communications plans and actions in support of communications and public relations. 3.3 Self-shoot interviews and features which bring to life the work of the Irish FA, Foundation and its partners ensuring that it drives engagement with our target audiences. 3.4 Shoot and/or edit highlights packages, promotional trailers and features, creative montages, and marketing related content for a range of digital platforms. 3.5 Develop a style and standard of video production that ensures all content is filmed correctly with consistency of lighting, audio, styling, and presentation. 3.6 Ability to write clean, engaging, and accurate content to promote and strengthen key messages. 3.7 Excellent written, verbal, and visual communication skills. 3.8 Creative and innovative thinking and a high level of attention to detail. 3.9 Ability to use initiative and work effectively as an	





	individual as well as part of a team. 3.10 Ability to manage multiple projects in a fast-paced, results focused, and deadline driven environment.	
4. Personal disposition	4.1 Ability to work unsociable hours including evenings and weekends, with occasional international travel.	
5. Other requirements (5.3-5.4 are post job offer)	5.1 Proof of eligibility to work in the UK. 5.2 Have a valid passport allowing unrestricted international travel. 5.3 Completion of a medical questionnaire demonstrating the ability to fulfil the Occupational Health requirements for the post and flag any reasonable adjustment required. 5.4 Two satisfactory employment references, one of whom should ideally be the current/most recent employer.	5.5 Have a clean driving licence and access to a car for business use

ADDITIONAL INFORMATION:

Closing date: The closing date for the receipt of completed application is 10:00am on 22 July 2022. Applications received after the closing date and time will not be considered.

Shortlisting: Only those applications which clearly demonstrate the requirements set out in the personnel specification will be shortlisted. Please note that the Association reserves the right to implement all or some of the desirable criteria in addition to the essential criteria for shortlisting purposes.

Offer of employment: Please note any offer of employment is subject to the receipt of two satisfactory employment references, proof of eligibility to work in the UK and proof of any required qualifications.

Reserve list: A reserve list of suitable candidates may be maintained for the purpose of any similar vacancies (temporary or permanent) that may arise within twelve months of the completion of the recruitment exercise.

Interviews: It is anticipated that interviews will be held in August 2022.





The Irish Football Association is an equal opportunities employer and welcomes applications from all sections of the community. All appointments will be made on the basis of merit.

Approved: July 2022



Football For All