

## Communications and Policy Manager

### About Ireland Active

Ireland Active is the national association for the leisure, health and fitness sector representing over 350 organisations across the Republic of Ireland. Our members include hotels, public and private leisure centres, swimming pools, gyms, studios, recreational facilities, education providers and activity centres, all of which play a key role in inclusive activity catering for all ages and abilities, providing an outlet for physical activity in communities across the country.

We work with partners in the Dept of Sport, Dept of Health, Sport Ireland, Skillnet Ireland, Swim Ireland, CARA and others to actively promote the social and economic importance of the Irish leisure, health and fitness sector with the aim of getting more people more active, more often.

Ireland Active is structured as a not-for-profit entity and a company limited by guarantee with a Board consisting of representatives from both within the membership (Private Industry, Local Authority Industry, Education, Hotels) and independent directors who oversee the strategic direction of the organisation.

### The Role

To support the effective delivery of Ireland Active strategy, we wish to appoint a *Communications and Policy Manager*, who will contribute to and support the delivery of the key pillars in the Ireland Active strategy through;

- Implementation of organizational marketing and PR activities, employing a blend of both traditional and digital marketing tools and channels
- Lead on the development of our policy and research across the priority areas set out in our strategic plan
- Support a range of events to engage with sector and key stakeholders to promote the organization and its programmes

The role will involve working closely with the Ireland Active CEO, member services and quality standards teams, proactive engagement with key media and external stakeholder contacts, as well as co-ordination with key service providers.

### RESPONSIBILITIES:

#### 1. Communication and Promotion

- Contribute to the development and implementation of the communications and promotion strategy aligned to Ireland Active strategic objectives.
- Lead a programme of online and offline PR initiatives and media engagement that showcase and enhance Ireland Active and its brand proposition and recognition.
- Development and implement a data driven multi-channel marketing campaigns across multiple digital/email channels. Ensure brand positioning, key messages and tone of voice are consistent across all channels
- Optimize a small budget to achieve maximal impact, which can be tracked and reported regularly (i.e. demonstrated value, ROI, brand awareness and marketing performance metrics)

2. Policy Development

- Working with the CEO and Board, lead on the development of our policy and research across the priority areas set out in our strategic. Ensure our policy and research is accurate, informed and up to date with government, sector and international trends
- To produce policy submissions and research papers to key government and sector stakeholders to reflect the organisation's or sectors position
- To build and maintain relationships with key stakeholders including Government departments, statutory bodies, academia, funders and non-governmental organisations
- To support the CEO and Board by enabling them to articulate our policy positions in the media and, where appropriate, to serve as a spokesperson
- To identify new sources of funding for research and policy development and to ensure all reporting requirements for funding are met

3. Stakeholder Engagement and events

- To represent Ireland Active at events, conferences and in various partnerships and working groups
- In conjunction with Head of Membership Services and National Standards Manager, develop industry campaigns and events
- Maintain for the organisation an annual calendar of key events and activities;
- Assistance in planning and delivery of events which engage the sector and key stakeholders and public

**Compensation**

This is a full-time, salaried position based in Sport HQ, National Sports Campus, Dublin 15 with some travel required.

Salary €40,000 based on experience + excellent benefits.

To apply, please send your cover letter and resume to [office.administrator@irelandactive.ie](mailto:office.administrator@irelandactive.ie) **by 5pm Friday 9<sup>th</sup> September.**

Only applicants to be invited for an interview will be contacted. All candidates must have existing valid permission to live and work in Ireland unrestricted. Ireland Active is committed to equal opportunities for all staff and applications. Appointment will be made subject to satisfactory Garda Vetting and suitable reference checks.