



Swim Ireland Communications Executive

Swim Ireland, the National Governing Body for Swimming, Diving, Water Polo and Open Water Swimming in Ireland is seeking a Communications Executive to join our team. This post will be integral to the delivery of Swim Ireland's new Communications Strategy 2019-2021.

This role will support the delivery of communications and media related strategies for Swim Ireland including communications with the swimming community, building our digital profile and putting in place initiatives to connect with the outside swimming community.

The ideal candidate will have a communications background, with knowledge of aquatics and sport in Ireland and relevant work experience.

Contract Type: 1 Year, 20 hours per week

Salary: Dependent on Experience

Location: Swim Ireland head office. Due to some travel involved, a current full driving licence and own car is essential

Closing date: Applications must be received no later than **5pm on Friday, 8th November.**

If you would like to apply for the role of Communications Executive as indicated above, please send a CV and covering letter outlining your qualifications and experience.

Applications should be sent to orlamccarthy@swimireland.ie.

For further information on the role, please see the detailed job description and person specification.

Swim Ireland is an equal opportunities employer and all applications will be treated in strictest confidence.

Successful candidates will only be offered the position subject to relevant satisfactory Garda Vetting and completion of Safeguarding requirements.



SWIM IRELAND COMMUNICATIONS EXECUTIVE JOB DESCRIPTION

Responsible to: Communications Manager

Role Responsible for supporting the delivery of communications and media related strategies for Swim Ireland

The executive will address a number of pressing communications issues, specifically:

1. Improving communications with the swimming community in Ireland
2. Build Swim Ireland Profile
3. Build Digital Profile
4. Putting in place initiatives to connect with the outside swimming community.

Responsibilities for the Communications Executive will include but are not limited to supporting the delivery of the Swim Ireland Communications Strategy 2019-2021 to include the following:

Communications

- Support the delivery of all communications strategies and programmes at Club, National and International level.
- Act as Press Officer at agreed national events
- Liaise with all external contractors where required on design, marketing and event management initiatives.
- Ensure information days and training programmes are delivered to club and provincial PROs.

Media

- Support in liaising with media on Swim Ireland business, respond to queries, submit information, press releases, highlight events etc.
- Support in the organisation of media launches or specific initiatives.
- Liaise with national, provincial and club administrators to gather and disseminate information.

Website and Social Media

- Support the on-going updating of the Company's website/s and Social Media accounts.
- Ensure all design aspects of the website support the Communications Strategy of the Company and implement related policies.
- Develop a monthly social media plan that incorporates posts from all areas of the organisation from club level through to performance
- Identify and gather key data from website and social media on a monthly basis
- Deliver monthly Swim Ireland Newsletter

Other Duties as required

- Support public relations/social media aspects of SI events
- Identify and gather key data required for sponsorship campaigns
- Support Swim Ireland's Commercial Unit as required.
- Produce monthly reports detailing progress
- Other duties as requested.

SWIM IRELAND COMMUNICATIONS PERSON SPECIFICATION		
Skills and Qualities	Essential	Desirable
Qualification <ul style="list-style-type: none"> • Educated to Degree or Diploma level specialising in Communications and at least 2 years of relevant experience • Current valid driver's licence 	✓ ✓	
Experience <ul style="list-style-type: none"> • In Communications • In PR & Marketing • In Event Management • Of Web Design/updating and Social Media • Of working as part of a team • Of leading a project and seeing it through successfully 	✓ ✓ ✓ ✓	✓ ✓
Knowledge <ul style="list-style-type: none"> • Of Public Relations and Communications • Of Branding and Sponsorship • Of Event Logistics • Of Social Media and utilising it on behalf of an organisation • Of Sport • Of the Aquatics 	✓ ✓	✓ ✓ ✓ ✓
Personal Qualities and Skills <ul style="list-style-type: none"> • Comprehensive presentation, literacy, oral, numeric and IT skills • Strong interpersonal skills including the ability to liaise with a range of personnel (such as sponsors, swimmers, media, coaches, marketing personnel, parents) and build relationships • Self-motivated, organised, enthusiastic and committed • Ability to report effectively • Ability to work on own initiative, under pressure and to tight deadlines • A strong team player 	✓ ✓ ✓ ✓ ✓ ✓	
Other <ul style="list-style-type: none"> • Willingness to travel to and between a number of different work locations • Ability to communicate effectively in English • Willingness to work weekends and unsocial hours 	✓ ✓ ✓	