

2024

# Women's Aid Recruitment Pack

## Too Into You Project Officer

Women's  Aid

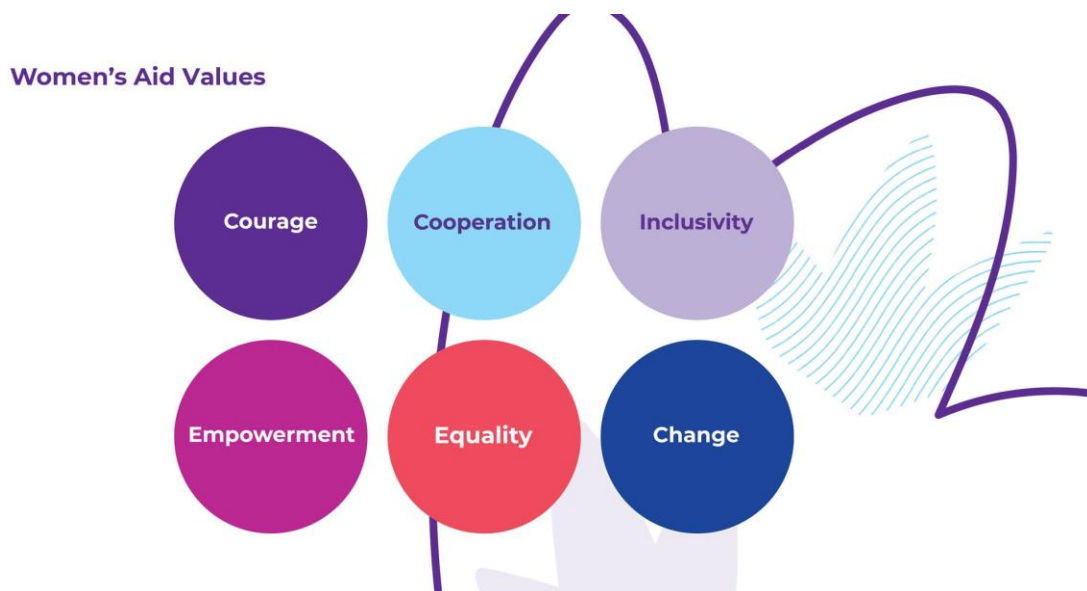


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## About Women's Aid

Women's Aid is a national, feminist organisation working to prevent and address the impact of domestic violence and abuse. We do this by advocating, influencing, training, and campaigning for effective responses to reduce the scale and impacts of domestic abuse on women and children and providing high quality, specialised, integrated, support services.



Our vision is an equal Ireland with zero tolerance of all forms of violence against women, including domestic abuse. For more information read our [Women's Aid Statement of Strategy 2022-2024](#).

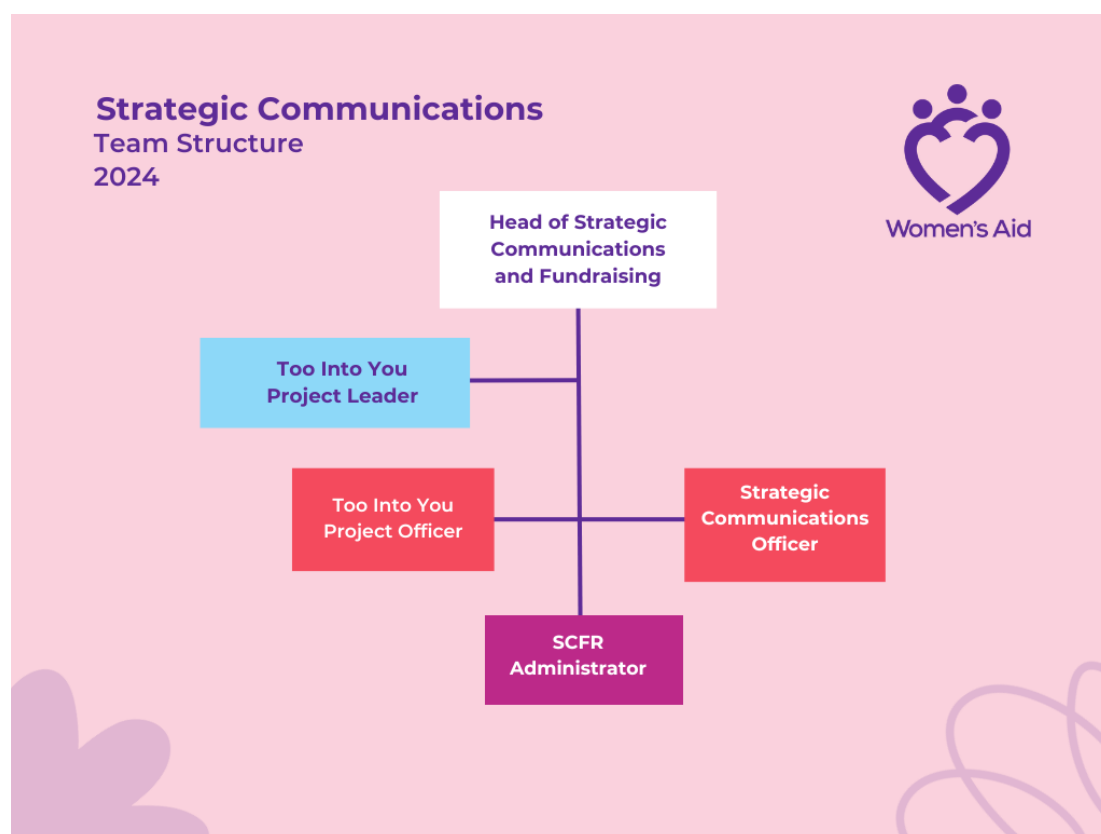
## About the Strategic Communications Team

The Strategic Communications team sits within the Strategic Communications and Fundraising Department at Women's Aid. The strategic communications team leads the way in raising awareness and providing information on domestic violence and abuse to victims and survivors, their families and friends, their communities and wider society. Our annual public awareness initiatives and communications activities, such as the Too Into You and 16 Days of Action

campaigns, are a vital way to highlight the prevalence, nature and impact of domestic violence and abuse, intimate relationship abuse and femicide. We also provide solution-based recommendations on improving preventions, legal responses, policies, and protections to support women and children subjected to domestic violence and abuse, and we bring their concerns to international, national, and local fora. We also carry out strategic research to support evidence-based responses to domestic abuse.

## Strategic Communications Team Structure

The Strategic Communications team is a strong, dynamic, and positive team and is built on the structure below:



## Benefits of Working with Women's Aid

- **Annual Leave:** Annual leave entitlement is 25 days per annum pro rata.

- **Privilege Days:** Good Friday and Christmas Eve.
- **Pension:** Women's Aid operates a contributory pension scheme which all employees may join after 6 months in the organisation.
- **Maternity Leave:** Women's Aid will pay full salary (less Social Welfare benefits) for the period of the 26 weeks paid leave (subject to 1+ year service).
- **Parent's Leave:** 7 weeks' leave topped up to full salary during the first 2 years of a child's life, or in the case of adoption, within 2 years of the placement of the child with the family for eligible employees.
- **Employee Assistance Programme:** Women's Aid provides an extensive employee assistance programme operated by Peninsula.
- **VHI:** Women's Aid operates a group VHI scheme which you may join.
- **Death in Service Benefit:** Available for all employees to the value of 2 years' salary.
- **Health Services Staffs Credit Union:** Employees of Women's Aid may join the Health Services Staffs Credit Union.
- **Trade Union Membership:** The staff of Women's Aid has an option of joining the recognised representative Trade Union Forsa.
- **Training Allowance:** Annual allowance for staff members to undertake training to enhance skills and expertise (subject to budget availability).
- **Travel Supports:** Bike-to-work schemes and tax saver commuter tickets.
- We also offer a range of other supports, including paid leave for employees experiencing **menopause** or subject to **domestic abuse**.
- **Equality and Diversity:** Women's Aid is committed to the promotion of equal opportunities and cultural diversity.

## About the Role

- **Reference:** TIY2024 (please cite in all communications with Women's Aid).
- **Reports to:** Women's Aid Head of Strategic Communications and Fundraising.

- **Contract:** Fixed term Contract – 2 years (24 Months) subject then to review/evaluation.
- **Hours:** Full-time. Women's Aid's full-time working week is 35 hours (excluding lunch). Core working hours are ordinarily between 8am and 6pm Monday to Friday, unless a role requires different contracted hours. Flexibility may be required.
- **Location:** Primarily based at Women's Aid head office in Dublin 2 but also working in an outreach capacity, travelling when appropriate to deliver in person training across Ireland. Some remote/hybrid working may also be required, and a % of hybrid working will be considered on application.
- **Salary:** Women's Aid Strategic Comms Officer Pay Band €33,440 - €45,240 (rate commensurate to relevant experience, in line with company remuneration policy).

## Purpose of the Role

Women's Aid is seeking a Project Officer to support the delivery of the Too Into You project overall with a focus on social media, content creation, and event organisation and logistics. The Project Officer will support the work of the Too Into You Project Lead. The successful candidate will play a vital role in communicating the messages of the project to key audiences within the public and raising awareness of the signs of intimate relationship abuse and the support pathways available to them.

## About the Too Into You Project

Women's Aid runs the Too Into You Project, which is focused on young people, in particular young women, aged 18-25. The project aims to teach young people about the difference between healthy and unhealthy relationships, the red flags of intimate relationship abuse, and provide support at our dedicated website for young people [toointoyou.ie](http://toointoyou.ie).

A large part of this project involves:

- Raising awareness of the issue of intimate relationship abuse amongst young people.
- Signposting to supports for those worried about their own or a friend's relationship.
- Generating support for the #TooIntoYou project both online and in person.

## **Duties and Responsibilities**

### **Supporting the delivery of Too Into You Project to include:**

- Active input into development of a social media strategy for Too Into You.
- Supporting delivery of social media strategy of Too Into You awareness campaign – including mapping of social media calendars, scheduling of content, monitoring, and analytics.
- Generate, coordinate, design and develop innovative and engaging content for Too Into You across digital platforms, encompassing social media channels and the website, including text, video, audio, and graphics.
- Develop and design new resources for use across communication channels.
- Edit videos and leverage relevant trends to produce accessible social media content, aiming to expand our reach among a larger audience of young people.
- Maintain brand identity across social accounts and platforms.
- Drive engagement with followers and external stakeholders on social media.
- Deliver considerate social media coverage for events and project activities.
- Administrative support for Too Into You Social Media Ambassadors.
- Assist with the maintenance of the website [toointoyou.ie](http://toointoyou.ie).

- Provide administrative support to the Too Into You Project Lead as required.
- Drafting web copy, blog posts, and monitoring of media coverage.
- Assist in responding to media requests and initiating media coverage of Too Into You in traditional and online media.
- Monitor media, relevant stakeholder activities and relevant research.
- Address general inquiries related to Too Into You, collaborating internally to facilitate their resolution.
- Maintenance of Too Into You mailing list and support delivery of email communications.
- Assist with logistical work surrounding project events.
- Preparation and dissemination of digital and physical materials and resources and monitoring of stock.
- Assist in documenting the process, key moments, and impact of the Too Into You project on a regular basis.
- Fulfilment of any other tasks as assigned by the Line Manager.

### **Other duties:**

- Attendance at organisational, Team and one to one supervision meetings with Line Manager as scheduled.
- Taking the minutes of meetings on occasion.
- Other duties as assigned by the Head of Department to ensure the smooth running of the Department.

## **Competencies and Skills**

### **Essential**

- At least 2 years relevant communications experience across the duties mentioned above.
- Strong understanding of the dynamics of domestic, sexual and gender-based violence.



- Understanding of intersectional factors which can act as potential barriers for some young people subjected to abuse disclosing or seeking support.
- Confident in creating content for digital and print uses/channels.
- Excellent communication skills (written and oral).
- Excellent attention to detail.
- Demonstrated experience in creation of social media content including video, graphic and text to a high standard.
- Strong sense of graphic design and demonstrated experience with graphic design/DTP software, e.g., Canva, InDesign or Photoshop.
- Competence in video/audio editing software.
- Confident in social media content creation and delivery across all channels (Instagram, TikTok, Twitter, LinkedIn) including experience in social media campaign planning and scheduling.
- Experience in using social media and/or website analytics packages to plan and adjust digital strategies.
- Excellent organisational and administrative skills – with an ability to respond proactively to internal and external queries in an efficient manner.
- Proven ability to problem-solve and think on your feet in a calm and measured way.
- Track record of successful delivery of work to completion.
- Proven ability to report on progress and deliver outcomes / outputs to deadlines in accordance with demanding time and quality targets.
- Excellent internal organisational relationship-building and team working skills.
- Proficient in MS SharePoint.

## **Desirable**

- Experience in working with mailing lists and with mass mailing programmes such as Mailchimp.

- Experience in writing press materials such as press releases, op-eds, blog posts and website copy.
- Experience in running events.
- Keen interest in and/or experience of working in gender equality or social change campaigning role.

## How to Apply

Applications for this post must be made using the application form provided, and the closing date for applications is 5pm, Tuesday 26<sup>th</sup> March 2024.

Applications received after this time will not be considered, and CVs will not be considered.

Please e-mail your completed application form using reference **TIY2024** in the subject line to [comms@womensaid.ie](mailto:comms@womensaid.ie).

First round interviews are likely to be scheduled for Tuesday 2<sup>nd</sup> April 2024.