



Advocacy Campaign Manager

Are you a passionate individual who can influence others? Can you argue your case? Does the idea of influencing the services, supports and help that people get at end-of-life interest you? If so, this may be the job for you.

Every day in Ireland, 80 people die and 800 of us are newly-bereaved. Our vision at Irish Hospice Foundation (IHF) is an Ireland where people experience dying, death and bereavement with the care and support they need. As part of our new five-year strategy, we want to significantly increase awareness of the work that IHF does and in particular develop our advocacy agenda. We aim to deepen the conversations in Irish society about death, dying and bereavement.

To help deliver the strategy, we are recruiting a new **Advocacy Campaign Manager**. The successful candidate will be responsible for developing IHF's advocacy agenda in line with our mission, vision and strategy. Reporting to the Head of Marketing & Communications the role is part of the overall marketing and communications team (5 others) as well as providing support and giving voice to the other areas of the business for advocacy and policy change. This is an exciting role requiring programme management as well as strong communications skills.

Job specification

To lead and support the CEO/Head of Marketing & Communications in the development and delivery of the advocacy strategy for IHF.

The successful candidate will oversee the advancement of IHF's policy and advocacy positions on a range of issues relating to dying, death and bereavement. You will work with public representatives, health and social care services and civic organisations where there are links to joint advocacy and/or public engagement initiatives.

Reports to:

Head of Marketing and Communications with a link to CEO on external advocacy campaigns.

Role and Responsibilities

- Support IHF develop its advocacy agenda based on research and emerging opportunities;
- Manage the development and implementation of the agreed advocacy strategy:
 - Drive an internal IHF approach towards coherent advocacy across all functions;
 - Manage the public, professional and political awareness of IHF's agenda and communicate to external and internal audiences;
 - Support the CEO in high-level advocacy initiatives;

- Represent IHF on national and international alliances where appropriate;
- Contribute to the development of the communications, public awareness and advocacy tools of IHF.
- Support and advise all areas of the organisation to deliver relevant aspects of the advocacy programme;
- Develop and maintain a diverse network of political, media and peer contacts and champions for the IHF agenda.
- Drive agreed advocacy campaigns externally from start to finish, including evaluation.
- Ensure the agenda of IHF is well understood by our political colleagues and engage directly to ensure maximum impact.
- Oversee further development of the advocacy agenda of IHF as articulated in our Statement of Strategy.
- Work with the Public Engagement Officer to oversee and advise the planning and delivery of the biennial Forum on End of Life Conference.
- Proactively and collaboratively develop media engagement and campaign material and collateral including effective social media elements.
- Place opinion pieces for relevant spokesperson (CEO, Head of Education & Bereavement etc) relating to campaign topics including drafting and dissemination of press releases to relevant media stakeholders and wider audiences as appropriate.
- Other work as required by IHF from time to time.

Core Competencies

IHF requirements	Specific skills to be demonstrated
Programme management	Planning, organising and prioritising
	Business planning and project management
	Support and active engagement with senior management team and staff in delivery of advocacy agenda
	Analysis and decision-making using evidence-based approach
Advocacy skills	Demonstrable ability to develop, manage, deliver and monitor significant policy change campaigns.
	The ability to understand the needs of diverse markets
	The creativity to come up with innovative solutions to meet the marketing and communication needs of a specific market
	Ability to measure effectiveness of campaigns and learn from the same
	Knowledge and experience of social media platforms
Communications skills	Media skills and experience
	Capacity to generate clear and impactful messages
	Ability to build strong media & political relationships
	Excellent writing and communication skills and a proven ability to deliver high impact messages and content
Skills concerning public and NGO engagement	Capacity to network effectively and build strong external relationships and advance IHF's advocacy agenda. Capacity to engage with and understand the Irish political, health and social care system as they relate to end of life
	Experience of developing, managing and leveraging a network of contacts at all levels across political, media and peer stakeholder groups

	Capacity to engage with different sectors
	Knowledge of legislative processes and government committee and other structures to enhance development of policy improvements
	Experience of the Not for Profit / NGO sector
Interpersonal skills	Ability to work with diverse and passionate colleagues
	Team player - motivating, developing and empowering
	Courage, passion and sensitivity for all matters relating to dying, death and bereavement.
	Gravitas for working with Board and other stakeholders
Self-management	Self-starter and pro-active
	Tenacity, drive, resilience and flexibility
	Capacity to manage self in changing and uncertain environments
	Positive attitude and willingness to add to the work and IHF

CONDITIONS

The salary will be commensurate with experience. Office base is at Irish Hospice Foundation, Nassau St, Dublin 2. This is a permanent post with a six-month probation period.

Other benefits:

- ✓ A 10% employer's contribution to a company contributory pension scheme (subject to a 5% employee contribution)
- ✓ Annual leave of 23 days
- ✓ Closure of the office on Good Friday, half day Christmas Eve and time between Christmas and New Year in addition to annual leave entitlement
- ✓ Life Assurance and Death in Service benefit
- ✓ Further Education & Training support
- ✓ Travel (bike-to-work schemes/tax saver commuter tickets)

APPLICATION

Salary details are available on application. Please forward your CV (max 2 pages) with a brief covering letter to lisa.birthistle@hospicefoundation.ie by close of business on 29th January 2021.