



Communications Manager Aware

Do you have the right skills and passion to pursue your career with Aware and help change the lives of people affected mental health for the better?

About Aware

Aware are the national organisation providing free support, education and information services to people impacted by anxiety, depression, bipolar disorder and related mood conditions. Over 40 years old, we're supporting 40,000 people a year across support & education services plus hundreds of thousands of online engagements.

Our Vision

Aware undertakes to create a society where people affected by stress, depression, bipolar disorder and mood related conditions are understood, supported, free from stigma, and are encouraged to access appropriate therapies.

Our Values

Excellence, Compassion, Accountability and Integrity.

Role Summary

We are looking for an experienced communicator to join our team to shape our communications, share our messages and drive engagement with all our stakeholders.

This exciting role will involve developing and implementing communication strategies to drive service user engagement, managing internal and external stakeholder communications, and overseeing various communication channels, events and media relations. It will also include providing excellent communications support to the Fundraising team and to promote and brand their key events. Working alongside our Digital Marketing Manager, as part of a team of 5 reporting to Head of Communications and Fundraising.

Duties will include:

- Planning executing and reporting on brand level campaigns to drive awareness and understanding of, depression, anxiety and bipolar disorder, including press and PR management.
- Planning, managing and reporting on fundraising campaigns, including both public and private events.

- Planning, executing and reporting on direct response campaigns for our education programmes.
- Management of external agencies and relationships to help us deliver our mission and engagement targets.
- Create and oversee compelling content that engages our volunteers, staff and other stakeholders.

Essential skill and experience

- At least 5 year's experience in a communications role within a relevant area of health, public relations or not-for-profit sectors, demonstrating experience with B2C and B2B delivery.
- Excellent written and verbal communication skills.
- Proficient in digital communications but with an excellent knowledge of holistic marketing communications.
- Experience managing multiple campaigns with differing KPIs and channels.
- Attention to detail with excellent budget management skills.
- Experience in event management from a communications perspective.
- Media and press management skills to secure earned media coverage.

Desired skill and experience

- 3rd level degree or equivalent in Marketing, Communications Management, Business or a related areas with transferable knowledge.
- Brand development and policing in a diverse organisation
- Ability to work cross functionally with an understanding of shared objectives.
- Strong understanding of internal communications channels and messaging.
- Knowledge of crisis communications management.
- The above is an outline of core duties, but other priorities may supersede and require the attention of the communications manager occasionally.
- The role is office based in 9 Upper Leeson Street, Dublin 4, with an opportunity to work from home 2 days a week.
- Aware is an equal opportunities employer.
- Full work permit required.
- Full clean driving licence required.

A competitive salary with related benefits is available to the right candidate. To apply please submit a one-page cover letter outlining your suitability for the role and a CV (2 pages max) to communications@aware.ie and please reference 'Communication Manager Role'.