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A DIFFERENCE



Communications
and Information
Resources Officer

Job & Person Guide

Publication Date: 10 Feb, 2025

The purpose of this role is to ensure the effective communication of the organisation's objectives by assisting with media and communications, publications, and maintaining accurate and relevant information resources.



Reporting To

The Communications and Information Resources Officer will report to the Deputy CEO - Operations and Governance, working closely with the Information and Resources Coordinator and CEO

At A Glance... Ten things to know about the role



Contract

This appointment is for a fixed term of 12 months with the possibility of extension subject to availability of funding.



Place of Work

The successful candidate will work primarily from Sage Advocacy's National Office.



Key Relationships

Information & Resources Coordinator, CEO, Administrator, Administrative Assistant, Information Systems Officer, Information & Support team and Regional Advocates.



Working Hours

Working hours, including provision for lunchbreaks, will generally average 30 per week over a four weekly period



Salary

The salary for this post will be commensurate with experience



Probationary Period

A six months probationary period will apply with performance reviews every two months within the probation period.



Benefits

25 days annual leave.
A 5% contribution to a PRSA scheme following completion of probation



Application Deadline

Applications by 2pm, Friday, 28 February to recruitment@sageadvocacy.ie
Put job title in subject line



Application Requirements

Curriculum Vitae (no more than four pages) and detailed cover letter (one to two pages in length)



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About Sage Advocacy

Sage Advocacy is the National Advocacy Service for Older People. It works to ensure that people have easy access to independent support and advocacy services in all settings: homes, day centres, respite facilities, congregated care settings / nursing homes, hospitals, hostels, hospices and in the process of transition between them. Since it was established in 2014, with the support of the HSE and The Atlantic Philanthropies, it has built a strong reputation for independence of thought and action and is a 'go to' service in relation to issues of capacity and decision making.

Sage provided information, support and advocacy services to over 11,000 people in 2024 and our work on behalf of clients is independent of family, service provider and systems interests. Our services are free of charge and confidential. Sage Advocacy ensures that a person's voice is heard, that their wishes are taken into account and that they are assisted, in whatever ways necessary, to be involved in

decisions that affect them. There is a strong focus on achieving social impact by addressing underlying systemic issues raised through individual case work. Our work is guided by Quality Standards for Support & Advocacy Work With Older People, a Case Management Group and by the Guiding Principles of the Assisted Decision Making (Capacity) Acts.

Responsibility for the overall development and governance of the service rests with the Board of Trustees of Sage Advocacy clg | CRO #610824 | RCN #20162221 | CHY #22308.

Recruitment for this role is part of the next phase of development of Sage Advocacy in the context of significant legislative changes, the expansion of support and advocacy services for survivors of institutional abuse and the emergence of HSE Health Regions, as proposed by Sláintecare.

Working With Us

Reporting Relationship


The Communications and Information Resources Officer will report to Deputy CEO - Operations and Governance, working closely with the Information and Resources Coordinator and CEO.

Key Relationships: Sage Advocacy colleagues in regional and central roles including Deputy CEO - Operations and Governance, Information & Resources Coordinator, CEO, Administrator, Administrative Assistant, Information Systems Officer, Information & Support team and Regional Advocates.

Purpose of the Post

The purpose of this role is to ensure the effective communication of the organisation's objectives by assisting with media and communications, publications, and maintaining accurate and relevant information resources.

The Communications & Information Resources Officer is responsible for a range of writing, editing and visual content creation tasks; producing high quality, readily understood information materials for internal and external audiences.



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Communications and Information Resources Officer

Principal Duties and Responsibilities

INTERNAL COMMUNICATIONS

- Collaborate with the administration team and the Information Resources Coordinator to produce engaging staff updates. These mailouts will include brief texts flagging up links to key sectoral updates and resources; as well as short, hyperlinked rundowns of the latest news (from eg national media and the Oireachtas) that's of relevance to our staff working in the field of older and vulnerable people's human rights.
- Provide support to the Management Team with ad-hoc copywriting, copy editing and proof-reading tasks.
- Support the Information Resources Coordinator with maintaining a bank of up-to-date presentation slide decks. Ensuring that presentations reflect the latest impact-measurement data (provided by Information & Support Team for design polish) and expert input from subject experts within the team; while providing oversight on editorial crispness, branding and visual appeal.

SOCIAL MEDIA OUTPUT

- Maintain the Sage Advocacy social media accounts, keeping them current with posts reflecting the organisation's latest press releases, events, key calendar dates and outlook on critically relevant national and international affairs (a campaign-based approach, rather than always-on). With attention to house style, visual impact and tone of voice. With sign-off via Information Resources Coordinator or Management Team.

RESOURCE DEVELOPMENT AND EDITING

- Assist the Information Resources Coordinator with the development of online and printable information resources.
- Provide resource copy editing and typesetting support; as well as making any necessary tweaks to layouts and image insertions. Particularly the use of design templates to update or adapt existing resources to reflect new data/aims. This is most usually done in Adobe Acrobat (or using Adobe Creative Cloud apps for more extensive edits).

CONTENT CREATION USING CMS AND DESKTOP PUBLISHING SOFTWARE

- Make updates to the Sage Advocacy website, via Elementor and Wordpress, such as posting news items, updating resources and adding new publications.
- Compose and format internal mailouts and mailing-list communications, using Mailchimp/BeePro and Mailchimp.

OTHER DUTIES

- Participating in Sage Advocacy National meetings.
- Participating in Sage Advocacy's support and supervision, and performance review mechanisms.
- Other duties as may be necessary as identified by Deputy CEO - Operations and Governance.



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Communications and Information Resources Officer



OTHER REQUIREMENTS

The successful candidate will work primarily from Sage Advocacy's National Office.

Skills, Competencies, Attributes and Knowledge

KNOWLEDGE

- The Communications and Information Resources Officer should have strong written communication skills, teamed with a strong visual/design sensibility. The role might ideally suit someone with a background as a journalist or sub-editor who has knowledge of content management systems and design software; or a candidate with graphic design experience and proven written communication skills; or someone with a more current, interdisciplinary third level qualification such as content creation or multimedia.
- Candidates should be proficient at using a range of digital communication tools (which should be listed in the cover letter); and they should have good aptitude for learning new content creation software.
- The post holder should ideally be skilled in use of the following tools: Adobe Acrobat, Adobe InDesign, Adobe Illustrator, Microsoft PowerPoint, BeePro, Mailchimp, Elementor for Wordpress and Canva.
- The Communications and Information Resources Assistant should have a good understanding and appreciation of the importance of independent advocacy and of the policy and legal frameworks within which Sage Advocacy operates.
- Candidates should have sound knowledge and awareness of news and current affairs in Ireland and able to remain up to speed with a range of issues relevant to support and advocacy. Examples would include: Assisted Decision Making (Capacity) Acts; Advance Healthcare Directives; Enduring Power of Attorney; wills; Wards of Court; functional assessment of capacity; safeguarding; protection of liberty in places of care; institutional abuse; Nursing Home Support Scheme; Home Care Packages; pensions; social protection entitlements; family rights; housing; healthcare complaints, review systems and inquests; access to justice; local authority, partnership and health and social care structures and systems as well as the relationships between them.

COMMUNICATION

- The Communications and Information Resources Officer should have excellent communication and inter-personal skills, including organising and networking and be able to communicate well with a wide range of people in writing, in person and on the phone.

RELATIONSHIPS

- The Communications and Information Resources

Officer should have good experience of team and group working. They should be able to build and maintain good working relationships with a wide range of colleagues.

- The Communications and Information Resources Assistant must be able to take guidance and manage their time and energy according to workload and priority. They should apply the criteria for seeking input, for managing/prioritising issues.

PROMOTION OF SAGE ADVOCACY AND CAPACITY-BUILDING

- The Communications and Information Resources Officer must have initiative and be able to identify and take opportunities to enhance the quality of Sage Advocacy's work.
- The Communications and Information Resources Officer should be able to offer support to staff around the country who are working in isolation and who rely heavily on an effective and efficient response from the National Office to their needs.
- The Communications and Information Resources Officer should be able to liaise with major stakeholders.

ESSENTIAL CRITERIA

- A third-level qualification in a field relevant to digital communications or equivalent professional experience.
- Excellent IT literacy. Software expertise should be outlined in the cover letter, listing programmes and level of use.
- Excellent written and verbal communication skills with attention to detail.
- A strong and contemporary visual sensibility.
- A portfolio of work that could be broadly characterised as 'content development' - whether journalistic; social media-led; website creation or communication design. (Examples may be sought at second interview stage.)
- Strong interpersonal and communication skills, with the ability to build and maintain effective relationships.
- A commitment to the values and principles of Sage Advocacy, in particular, "Nothing About You/Without You".

DESIRABLE CRITERIA

- Experience in a digital publishing field.
- Experience at using Adobe Creative Suite or similar creative software, such as Affinity.



Personal Attributes / Character

SAGE ADVOCACY STAFF ARE EXPECTED TO:



Be approachable, friendly and easy to talk to; non-judgemental; sensitive to others; involving and inclusive



Be collaborative, supportive and capable of working in a collegiate way



Be conscious of and take responsibility for meeting deadlines



Be respectful of people, their privacy and of their relationships with family members/social and work networks



Be self-aware and assured without being arrogant or egotistic



Value individual autonomy, self-determination and personal empowerment



Be proactive and willing to take initiative regarding raising advocacy awareness among health and social care services personnel and all other providers of services to the public



Be vigilant, attentive to instances of poor quality and standards and the status of vulnerable adults, older people and healthcare patients



Be open to self-review, to receiving feedback and accepting support, supervision and mentoring



Be independent and free from any conflicts of interest.



Be compassionate as well as passionate about enabling vulnerable adults, older people and healthcare patients to have their voice heard



Be curious, creative and innovative, open to exploring different ways of doing things and problem solving while understanding the wider context and possible implications of different approaches

Terms and Conditions of Employment

This appointment is for a fixed term of 12 months, with possibility of extension subject to the continued availability of funding. A six months probationary period will apply with performance reviews every two months within the probation period. Support and mentoring will be

provided thereafter to complement ongoing performance reviews. The salary will be commensurate with experience, with a 5% contribution to a PRSA scheme following successful completion of probation. Annual leave is 25 days.



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Communications and Information Resources Officer



Key Dates & Requirements



Application Deadline

Applications by 2pm,
Friday 28th February, to
recruitment@sageadvocacy.ie
Put job title in subject line



Application Requirements

Curriculum Vitae (no more than four pages) and detailed cover letter (one to two pages in length)



Interview/Shortlisting

Initial interviews are scheduled to start in the week following the deadline for applications

DATA PROTECTION AND PRIVACY

● Sage Advocacy's full Data Protection and Privacy Statement can be viewed online at www.sageadvocacy.ie/data-protection-privacy-statement.

MORE INFORMATION

● You can contact Sage Advocacy at 24-26 Upper Ormond Quay, Dublin D07 DAV9 | info@sageadvocacy.ie | 01-5367330

If you have a query about a specific issue relating to this job please email recruitment@sageadvocacy.ie with your email and mobile details and we will do our best to respond to you as quickly as possible.