



<b>POST</b>	Head of Strategic Engagement and Communications
<b>REPORTING TO</b>	Executive Director Léargas
<b>JOB PURPOSE</b>	To support Léargas achieve its strategic and operational vision through the successful implementation of programmes we deliver.  To maximise the added value of European programmes we deliver through exchange, cooperation, and building programmes between organisations and groups in Ireland and internationally
<b>SALARY</b>	Léargas utilises civil service pay grades. The successful candidate will commence strictly on point 1 APO(H) €86,811
<b>APPLICATION DEADLINE</b>	5pm on 14 <sup>th</sup> November 2024.

Léargas is responsible for developing and implementing national and international exchange programmes across the sectors of adult education, school education and early years, vocational education and training, sport, youth and volunteering. These activities connect people in different communities and countries and bring an international dimension to organisations across Ireland. We are the National Agency for the Erasmus+ and European Solidarity Corps programmes of the European Union across the sectors mentioned above, and we are the National Support Office for other EU initiatives in Ireland. We are a company limited by guarantee and a registered charity (CHY 8317).

We have built a national and international reputation for effectively managing significant funding to support European collaboration and exchange.

The Strategic Engagement & Communication team are tasked with driving awareness of Léargas - its vision, branding and EU programme offerings. This is achieved through management of strategic activities, including but not limited to: Languages initiatives, Youth Wiki, Policy Support and the Léargas annual flagship event and European campaigns. This team are responsible for implementing Inclusion and Diversity practices across teams and programmes, for the planning and execution of external communications, corporate branding and marketing for all Programmes as well as organisational commitments such as Annual and Impact Reports.

### Key Responsibilities

As Head of Strategic Engagement & Communications team the successful candidate will be expected to stay agile, flexible, and proactive in a fast-paced environment, adapting quickly to shifting priorities and emerging trends in ongoing programme development and the organisations strategic priorities. They will play a critical part in shaping and executing strategies that align with and support the organisation's core objectives, collaborating across teams to ensure seamless integration of key initiatives. Importantly, as a member of the Léargas Senior Management Team, the candidate appointed will be expected to take a key role in organisation-level strategic thinking, engagement of stakeholders, and communication of key messages.

**Strategic Leadership:**

- Design and implement a comprehensive communication and engagement strategy that aligns with Léargas' vision and strategic objectives.
- Design and implement a comprehensive Digitalisation strategy that supports our operations and aligns with Léargas' vision and strategic objectives.
- Provide leadership on various initiatives, including language programs, Youth Wiki, Léargas' annual flagship event, and broader European campaigns.
- Contribute meaningfully to organisational development through active engagement within the management team.
- Support the organisation's strategic mission by providing regular updates to the Executive Director and Board of Directors, while upholding the Léargas Strategic Statement.
- Engage in strategic planning and annual planning and reporting processes, coordinating with National Authorities and the European Commission as needed.
- Maintain an adaptable and flexible approach to implementation of Léargas key strategic goals and objectives and supporting adaptations and growth in our structure.

**Brand Management:**

- Ensure cohesive and impactful branding across all programs and communication channels to reinforce Léargas' identity and reach.
- Drive the creation of compelling narratives that elevate the visibility of Léargas and its EU program offerings.
- Ensure full compliance with governance standards as outlined in National Agency guidelines, Programme Guides, European Commission Decisions, and other relevant national directives.
- Oversee the development and implementation of templates and knowledge-sharing initiatives to support organisation-wide compliance with branding standards for both programmes and the organisation.
- Lead the Crisis Communications Core Team, preparing strategies and protocols to effectively manage risks to organisational and programme reputations.

**Inclusion & Diversity:**

- Promote and integrate Inclusion and Diversity principles across the organisation, ensuring they are central to all initiatives.
- Facilitate collaboration with teams to embed inclusive practices and strategies within all programmes.
- Ensure that Inclusion and Diversity strategies are applied with a supportive focus, including through initiatives like the Microgrants Scheme (where applicable).

**External Communications & Marketing:**

- Direct the development of external communications, including website content, social media, newsletters, and marketing materials.
- Strategically align all external communications to maximise engagement with key audiences and stakeholders.
- Oversee the planning and execution of Léargas' annual flagship event, ensuring alignment with organisational strategy and objectives.
- Coordinate and support European campaigns and events, ensuring excellence in delivery and impact.
- Lead executive communications at relevant events, representing Léargas' mission and strategic goals effectively.

**Team Leadership & Development:**

- Manage and mentor the Strategic Engagement & Communication team, fostering a collaborative and high-performance culture.
- Promote continuous learning and professional development within the team.
- Lead, manage, coach, and develop staff to maximise the contribution of the team as a whole and in adherence with Léargas HR policies and procedures.
- Manage efficiently the financial resources delegated to the team
- Contribute to organisational learning through sharing of information and experience with colleagues by participating in, or leading, cluster groups on themes consistent with your own knowledge and experience.
- Take personal responsibility for your personal and professional learning and development including active involvement in the Léargas Performance Management and Development System.
- Demonstrate Léargas citizenship behaviours and values in your work.
- Any other task which may be assigned to you by the Executive Director.

**Person Specification:**

Essential skills, experience and qualifications required:

- Qualification (degree or higher) in relevant subject areas or proven relevant equivalent experience.
- Experience in leading, managing, coaching and developing people in a high functioning professional environment (min 2 years).
- Proven experience in strategic planning, brand management, and leading communication campaigns.
- Experience of working in an international and intercultural context.
- Experience in promoting Inclusion and Diversity within an organisation.
- Exceptional written and verbal communication and digital skills, with a talent for creating compelling narratives.
- Proficient in handling multiple projects concurrently while meeting tight deadlines.
- Demonstrated experience in budget management and sound financial decision-making.
- Excellent interpersonal and communication skills for effective stakeholder engagement.

### Key competencies required.

- Leadership
- Judgement, analysis and decision making
- Management and delivery of results
- Interpersonal and communication skills
- Specialist knowledge, expertise and self-development
- Drive and commitment to public sector, European and Léargas values
- Networking and influencing.

### General requirements of all Léargas staff

We expect our people to show leadership, exceptional organisational and planning skills, and to be analytical and conceptual thinkers with excellent IT, networking and influencing skills. We expect excellent interpersonal and communication skills, including presentation skills, combined with an ability to fit within a team that works to support the vision and mission of Léargas.

### Application Process

Send your **CV and letter of motivation (max 2 pages)** to [recruit@leargas.ie](mailto:recruit@leargas.ie) to reach us no later than 5pm on 14<sup>th</sup> November 2024. Interviews to take place w/c 18<sup>th</sup> November

In your letter of motivation, using the Public Service Competency model for Assistant Principal Officer grade, please detail your experience under each listed competency, and demonstrate how these will support your delivery of objectives in this role.

A panel of successful candidates may be formed following interviews, and candidates placed on the panel may be considered for future vacancies. Should a work permit be required for employment in Ireland, candidates must bring this to Léargas' attention and obtain the necessary documentation.

### Working Conditions

- **Location:** Dublin, with frequent national and international travel required.
- **Hours:** 35 hours per week in a flexible work environment.
- **Hybrid Work Arrangement:** Combination of office, home, and on-site work.
- **Benefits:**
  - Generous annual leave
  - Defined contribution pension scheme
  - Staff development and further education support
  - Flexible working
  - Paid sick leave scheme
  - Death in service benefit
  - Employee Assistance Programme

Léargas is an equal opportunities employer and welcomes applications from people with disabilities