



COMMUNICATIONS OFFICER

LAOIS SPORTS PARTNERSHIP (LSP)

This is an exciting opportunity to join a local Sports Partnership and really engage with the community as Laois LSP's Communications Officer. This role is suitable for a college graduate looking to gain valuable experience and is a fixed-term contract funded through Sports Ireland.

Reporting into the Laois LSP Coordinator, this individual will have the opportunity to oversee PR and marketing, ensuring that we are building our brand and reaching out to the local community through all media channels. You will be developing all our templates for social media, and you will work with the senior team on the new strategy for 2022, the longer-term strategy for 2022 – 2026, as well as a celebratory plan for our 21st birthday in 2022.

You will be involved in all internal and external communications and will be the point of contact for media interaction. You will be the key interface between the public, our team and our other key stakeholders including Sport Ireland.

As the Communications Officer, there will be an opportunity to undertake research and develop communications material, and act as a key brand manager for Laois LSP, including undertaking regular social media activity (twitter/Facebook etc.) and providing content/updates to the website.

Responsibilities:

- Preparation of media statements and briefings, and organise publicity and media events, supporting the strategic goals of the organisation
- Be the media co-ordinator, creating and maximising opportunities for media interaction
- Liaise with all key stakeholders to maximise our communications and development of both national and international projects
- Maximise potential using social networking communications opportunities while further developing relationships with members of the media
- To coordinate the communications and public relations activities for campaigns
- To ensure the production of high-quality publications that convey positive messages about the organisation, its services and people who use our services



- To act as webmaster and update Facebook and twitter pages
- General administration and support to the LSP Coordinator

General:

- Adhere to all policies, procedures, standards and duties with regard to this position and the organisation
- Promoting of the key messages of the benefits of physical activity through national and local campaigns
- Regular reporting to Coordinator and Board
- Strive to develop and expand Laois LSP's offerings and opportunities working as a key team member
- Ability and willingness to attend meetings, events and networking opportunities outside of normal business hours

Person Specification:

- A strong commitment to the benefits of sport in the community
- Very high level of organisational skills and time management
- Excellent literacy and communication skills
- High level of interpersonal skills and the ability to innovative and generate new ideas
- Ability to take a lead on projects or initiatives with effective negotiation skills
- Enthusiastic self-starter with a target driven approach and the ability to work to tight deadlines
- Excellent stakeholder management – both internal and external
- Ability to work as a member of a team and across teams, be flexible and the ability to be both proactive and reactive

Experience and Qualifications:

- Ideally a degree or professional experience in either communications or public relations
- Experience of web development, social media and on-line marketing with strong IT literacy
- Established contacts and relationships with Irish press and broadcast media would be beneficial but not essential
- Experience of dealing with a broad range of stakeholders and supporters from local community to national/international contacts
- Copy writing of newsletters, leaflets, annual reports and print production
- Experience in media liaison and public relations is beneficial including writing press releases and feature articles
- Experience in desktop publishing and print production would be an asset



LAOIS SPORTS PARTNERSHIP

COMHAR SPÓIRT NA LAOISE

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LOCAL SPORTS PARTNERSHIPS