



PROGRAMME:	Safe Routes to School (SRTS)
ROLE:	SRTS Communications, Engagement and Administration Officer
SALARY:	€37k – €39k per annum
LENGTH OF CONTRACT:	Full-time for a period to (Jan 2024, further subject to funding) with a 3-month probationary period.
REPORTING TO:	Tracey Lydon (Programme Manager)
LOCATION:	Hybrid (Home & Dublin Office)

Closing date for receipt of applications is Friday 25th November 2022

Background:

The Environmental Education Unit (EEU) of An Taisce is the national operator of a number of highly successful environmental education and management programmes such as Green-Schools, Blue Flag, National Spring Clean, Clean Coasts and Climate Ambassador. The Safe Routes to School programme was launched in March 2021 and focuses on the delivery of infrastructure to support active travel to school. The programme is funded by the Department of Transport and supported by the National Transport Authority (NTA).

Safe Routes to School Programme:

The Department of Transport has funded An Taisce EEU to develop and deliver a comprehensive Safe Routes to School programme which will support the wider Green-Schools Travel programme. The programme will focus on improving infrastructure in front of and around schools so that more students can walk or cycle to school. The programme is being delivered in partnership with Local Authorities and other key stakeholders nationwide.

The key focus for the programme is as follows:

- To provide “front of school” treatments to enhance sustainable access into the school grounds.
- To accelerate the delivery of cycling and walking infrastructure on access routes to schools.

To find out more information about the programme go to:

<https://greenschoolsireland.org/saferoutestoschool/>



The Safe Routes to School programme is being rolled out to 931 schools nationwide and the methodology outlines the need for dedicated communication, engagement, and the administrative officer who will progress through the stages of the programme.

Stage 4: Communication & Liaison- Selected schools will be informed by Green-Schools. Green-Schools will then liaise with selected schools and the relevant Local Authorities on infrastructural interventions for their schools.

Stage 7 Community Support - The school involved will act as a local champion of the proposed measures to ensure community buy-in for the proposals. Support will be provided by Green-Schools and the NTA.

Recruitment:

An Taisce EEU is now recruiting **one full-time Safe Routes to School Communications, Engagement & Administration Officer** to be based in the following areas:

The post will be full-time for a period of up to two years until July 2024. There will be a probationary period of 3 months. The post will be 32.75 hours per week but a degree of flexibility of working hours around evenings and weekends will be expected. This role is for a homemaker/remote worker who will be required to travel for meetings, audits, training, events etc.

Key Tasks and Responsibilities:

- Develop and progress public relations (PR) and communications to showcase SRTS's progress in providing active travel infrastructure and safe access to participating schools in Ireland.
- Contribute to the development, implementation, and monitoring of the SRTS Communications and PR Strategy.
- Undertake the development of a communications strategy and forecast calendar for agreement with the programme partner.
- ⊖ Plan, coordinate and deliver strategic PR events with stakeholders that showcase each stage of a schools participation in the SRTS programme.
- Liaise with external agencies for the development of media content such as photography, resource development, event management, artistic collaborations and videography, seminars and workshops.
- Plan and develop high quality written, printed and digital communications for video, photography, press release, publications, social media; webpage development and content writing, promotional resource materials, infographics, graphic design, podcasts/radio interview, newsletters, presentations, research reports and internal programme reports.
- Proactively develop collaborative working relationships with all EEU An Taisce departments, and key stakeholders.



- Manage effective relationships with key players within the sustainable transport field, including influencers, academic institutions, experts, advocacy groups, representative groups, media, opinion leaders and decision makers.
- Contribute to the develop of a cohesive approach to liaising with potential CSR supports.
- Identify new opportunities to increase awareness of, and boost engagement with, the SRTS programme.
- Key campaign development in line with academic calendar.
- Assist in responses to queries from the media or schools and act, when required, as a spokesperson.
- Provide communications and administrative support for management.
- Development of internal and external programme administrative reports (research documents, weekly, monthly and annual reports).
- Contribute to project management data tools and extract data for reporting
- Monitoring and tracking communication engagement (social media analytics, google analytics, Mailchimp analytics, Google Alerts, Media HQ analytics).
- Management of procurement budgets and projected PR spend.
- Support the development of the wider EEU Communications team and the Digital Strategic Report Implementation Team.
- Communications planning, monitoring, and simulation with the SRTS team.
- Assist in the various functions of the SRTS team, undertaking any other relevant duties which may arise and are considered appropriate.



PERSON SPECIFICATION

Attributes	Attributes
Experience	
Experience of digital communications tools and platforms (Social media platforms and Analytics, Microsoft Office, Google Tools, Adobe Creative Suite, Media HQ, Wordpress, Mailchimp, CRM and project management tools)	Essential
Experience developing and managing relationships with a wide range of stakeholders.	Essential
Experience in strategic planning and delivery of engaging PR opportunities.	Essential
Experience working as part of a team, carrying out administrative work, report writing, and debriefing external agencies.	Essential
Knowledge, Skills & Aptitudes	
An interest in active and sustainable travel.	Essential
Awareness of governmental plans and policies which support the delivery of sustainable transport infrastructure.	Essential
Excellent written and verbal communication skills.	Essential
Excellent organizational and administrative skills	Essential
Creative visual communication skills and graphic design.	Essential
Knowledge and understanding of media.	Essential
Ability to deliver day-to-day communications activity using a range of communications tools to a variety of audiences.	Essential
Ability to organise and manage events.	Essential
Ability to manage a workload within tight deadlines.	Essential
Ability to think creatively and deliver engaging content.	
Disposition	
Be a self-starter	Essential
Be dependable and flexible	Essential
Be committed to working as part of a team	Essential
Be able to work on your own in your home environment	Essential
A clear understanding of the importance of confidentiality, diplomacy and tact.	Essential
Be prepared to travel as part of your work	Essential
Access to own transport with a clean driving licence	Essential
Awareness of the importance of, and commitment to, child protection policy and GDPR policy.	Essential
Accuracy and attention to detail.	Essential

Please submit your application to: kmulvey@eeu.antaisce.org by 4pm on Friday 25th November 2022.