

**Company: Agri Aware****Job title: Public Relations and Communications Officer****Background information:**

In 1996, a number of leading agri-food businesses identified the need for an independent body to provide the general public with information and education on the importance of agriculture and food to the Irish economy. As a result, Agri Aware was founded in 1996 by the Irish Farmers Association (IFA), FBD, Bord Bia, the Irish Farmers Journal and the Irish Dairy Board. Agri Aware is a Charitable Trust, funded by the farming and agri-food industry.

To convey the importance of the agri-food industry among the general public, Agri Aware delivers high impact educational and public awareness initiatives and projects for students and the general public.

**The role:**

The Public Relations and Communications Officer will work to promote farming and the agri-food industry to the general public across Ireland, through the development and delivery of relevant programmes and initiatives.

He/she will be responsible for developing and implementing a public relations, and communications plan for Agri Aware.

Applicants should have a proven track record in public relations and communications, with excellent writing, networking and interpersonal skills.

Duties of the Public Relations and Communications Officer will include, but are not limited to:

- Developing public relations and communications plans and strategies to further Agri Aware's mission statement and build on Agri Aware's brand awareness
- Preparing press releases and securing media coverage for events, projects and initiatives
- Preparing Agri Aware publications such as Annual Reports, learning resources etc.
- Managing the Agri Aware and Family Farm websites and devising relevant and impactful strategies to drive online traffic to the site
- Improving the usability, design and content of the websites
- Developing and managing social and digital content strategies and campaigns (including on all social media channels)
- Developing and overseeing Agri Aware's social media strategy and working to further build a strong presence on social media platforms

The Public Relations and Communications Officer will also be responsible for delivering an array of daily administrative tasks within Agri Aware, including but not limited to:

- General administrative duties
- Preparation of office communications e.g. mail merge
- Managing telephone and email queries from the public and directing them to the appropriate staff member
- Compiling reports, memos, presentations, letters and other correspondence
- Support the management team with various ad-hoc tasks, including the organisation of Agri Aware events, preparation for meetings etc.
- Proofreading documents

Agri Aware staff work in a busy, fast-paced and challenging environment. The suitable candidate for this position will be adept at multi-tasking, a team-player, but also a strong self-starter that demonstrates initiative at all times. He/she will show innovation, but also take direction.

### **Shortlisting criteria:**

#### **Essential**

- Qualification in public relations, communications (or other relevant qualification)
- Professional experience in public relations and communications (minimum two years' professional experience)
- Professional experience in creating, delivering and managing digital marketing campaigns
- Professional experience in website management
- Excellent written and verbal communication skills
- A motivated, proactive and ambitious person, with excellent interpersonal and networking skills
- Strong organisational skills with a detail-oriented approach
- Excellent working knowledge of Microsoft Office applications and Power Point
- Proven ability to work as part of a team and on your own initiative
- Proven ability to meet tight deadlines and work under pressure
- Own transport and full drivers licence

#### **Desirable**

- Strong working knowledge of agri-food industry
- Strong existing relationship with the media
- Experience in graphic design

**Applications:**

To apply for the position, please send an up-to-date curriculum vitae, together with a one page cover letter which clearly demonstrates how you meet the required criteria, to [nora.peters@agriaware.ie](mailto:nora.peters@agriaware.ie) with the subject heading 'Public Relations and Communications Officer'. Please indicate your salary expectations for this position in your application. Please list referees in your application.

Agri Aware is an equal opportunities employer.

**Closing date for this vacancy is Friday 19<sup>th</sup> May**