



## Communications Officer

**August 2025**

<b>Job Title:</b>	Communications Officer (readvertisement)
<b>Hours:</b>	<b>Part-Time</b> 25-30 hours per week
<b>Location:</b>	CDHN office with flexible hybrid working from home. Travel to locations across NI and Ireland as required.
<b>Reports to:</b>	The Director, and will work closely with the Research and Policy Manager
<b>Salary:</b>	£29,500 - £34,800 FTE per annum ( <b>pro-rata</b> )  Commensurate with experience, skills and qualifications  Employer's Pension Contribution 6%
<b>Contract:</b>	<i>Two Year Fixed Term Contract</i>
<b>Closing date</b>	<b>Thursday 4<sup>th</sup> September @ 12 noon</b>
<b>Interview Date</b>	We will invite shortlisted candidates to an interview on <b>Monday 15<sup>th</sup> September</b>

### About CDHN

CDHN is a regional infrastructure organisation working with local communities and across sectors to take action on the causes of health inequalities and poverty. We work with people and communities to understand the wider social, determinants health and to identify their own needs and connect with others to improve health and wellbeing for all. With 30 years' experience and a cross sectoral membership of over 2400 individuals and 126 community and voluntary organisations, we have an extensive reach across Northern Ireland. Together we use our information, learning, knowledge, skills and experience to create social change and influence policy, research and practice to end health inequalities.

## Our Values

We are committed to living the following values in all aspects of our work:

### **Social justice and sustainable development**

We believe fairness and equality. Everyone should have the same chance for a healthy life, no matter where they were born or live. We work to create conditions where people have more control of their health and wellbeing, and a voice in decisions that affect them.

### **Equality, human rights and anti-discrimination**

We value diversity, challenge racism and discrimination, and work to build an inclusive and equal society

### **Participation and inclusion**

We support people to have a voice, be included and shape decisions through meaningful participation

### **Collective action and community empowerment**

We believe in working together to end inequality and that empowered communities can create lasting change

### **Integrity**

We act with honesty, openness and accountability. We build relationships based on trust, compassion, and mutual respect, and ensure our actions reflect our values.

## Job Purpose

CDHN is looking for a creative and purpose-driven **Communications Officer** to lead the development and production of compelling written, visual, and multimedia content for our new website.

Your role is to strengthen our online presence and engage a wide range of audiences, especially the communities, development partners, and stakeholders we work with, to shape and deliver engaging digital content that informs, empowers, connects, and inspires people and communities to get involved in our collaborative network.

This is an exciting opportunity for a talented communicator to bring their passion and skills to produce content that:

- Showcases community voices, promotes learning, and amplifies impact.
- Encourages participation, strengthens partnerships, and inspires change.
- Articulates how more compassionate and joined-up ways of working are vital to tackle society's biggest challenges head on.

You will support all stages of our work programme from awareness and engagement to project delivery and impact reporting ensuring that our communications are accessible, inclusive, and aligned with our mission and our new strategic plan 2025-30.

## **Key Duties**

### **1. Content Creation and Digital strategy**

- Create, edit, and proof high-quality content across a range of formats: newsletters, short reports, social media, videos, and digital and print publications.
- Work with the team, members and key stakeholders to capture, produce and share safe and compelling storytelling content from communities and projects.
- Collaborate on developing digital content on key project milestones and learnings, through blogs/vlogs, infographics, photography etc. to effectively communicate the CDHN's purpose and long-term goals

### **2. Branding & Visual Identity**

- Co-ordinate the development of a new website and branding system for CDHN to maximise the support engagement, networking and collaboration with our members
- Ensure consistent production and use of brand assets (logos, templates, messaging) for our new annual report and onsite materials at special events.
- Manage relationships with external collaborators, designers, photographers, videographers, animators and other creatives.

### **3. Digital Media & Web Management**

- Liaise with colleagues to develop, edit and quality control content for our new website and advise on appropriate locations for new pages and content
- Use Content Management Systems efficiently to update content on the organisation's website and digital communication channels
- Develop and implement digital content plans that are relevant, engaging and tailored to different audiences
- Collect and monitor engagement metrics to improve reach and impact of our communication activities
- Track analytics across platforms (e.g. social media, website traffic, email open rates) and use insights to inform the development of our community engagement content.

### **4. Media and Stakeholder Relations**

- Build good relationships with journalists, media outlets, and public and civil society representatives to raise awareness of the issues and increase the visibility of communities in tackling the causes of poor health and inequality

- Revise and maintain a media and key stakeholder list with elected representatives and decision-makers.
- Write articles and media releases and produce timely, accurate media statements
- Respond to media requests and track media coverage of topics relevant to our work.
- Support the communication requirements for CDHN partnership initiatives aimed to influence policy change
- Use digital platforms to encourage feedback, dialogue, and information-sharing between members, communities and external stakeholders, including Funders.

## **5. Events, Campaigns and key messages**

- Liaise with team to plan, promote, and manage communication activities for events and projects to maximise impact and visibility.
- Design and co-ordinate digital campaigns that raise awareness and motivate action around key community development and health equity issues.
- Work with the team to ensure messages are targeted, relevant, and culturally sensitive.

## **6. Information Sharing, Learning & Innovation**

- Facilitate peer-to-peer learning by spotlighting local voices and good practice in community develop initiatives on our platforms
- Create content that translates complex or academic ideas into plain, motivating language that resonates with communities and partners.
- Stay updated on digital communication trends and innovations and share insights with the wider team to enhance communications impact.
- Stay updated on the evidence base for to end health inequalities and create societal wellbeing.

## **General Duties**

- Contribute to the annual work plan and the reporting and monitoring of CDHN's Communications work
- Work with management team to support the strategic development, alignment and delivery CDHN's internal and external communications plans to drive positive change
- As part of the team, demonstrate the agreed values, aims and objectives of the organisation in your day-to-day work
- Undertake any other reasonable duties requested by CDHN.

# PERSON SPECIFICATION

## Communications Officer

### August 2025

ESSENTIAL CRITERIA
<b>Qualifications</b>
<b>Third level qualification or demonstrable experience</b> in Communications, Public Relations, Journalism, Media & Digital Design <b>or</b> International Development, Community Development, or Social, Health or political Science (with proven communications experience)
<b>Experience</b>
Demonstrated experience of <ul style="list-style-type: none"> <li>• Writing engaging articles and public communications</li> <li>• Digital content creation (video, social media graphics, photography).</li> <li>• Experience managing digital channels (social media, websites CMS, newsletters)</li> <li>• Proof reading or editing content</li> </ul>
<b>Key skills</b>
Demonstrated editing and writing skills with the ability to produce clear messages and compelling copy for a wide range of audiences
Demonstrated digital skills including social media and web management
Excellent relationship building skills with the ability to develop and maintain productive, professional working relationships with co-workers, stakeholders and suppliers
Demonstrated skills in listening and effectively engaging with a diverse range of people including the most disadvantaged communities, hearing their voices and telling their stories
Good project management skills, including the ability to plan and organise projects, events and campaigns to achieve agreed targets and manage competing priorities
<b>Knowledge and attributes</b>
Commitment to, and knowledge of, involving those with lived experience in communications to support social change.
Knowledge and understanding of current social, economic and political landscape in Northern Ireland
Know-how in tracking relevant media coverage and spotting opportunities for timely responses and outputs
<b>Technical skills</b>
Strong IT skills including sound knowledge of Microsoft Office, information systems
Competence using a wide variety of digital social media and content creation tools to promote CDHN's work
<b>Other</b>
A passion and commitment to CDHN's values and ways of working
Work in CDHN office in Newry, Northern Ireland a minimum of one day per week
Access to a form of transport that will allow the post holder to fulfil the travel requirements of the job and be willing to travel
Flexible approach, as occasional weekend and evening work may be required
<b>DESIREABLE CRITERIA</b>
Experience working (paid or unpaid) in voluntary community/ not for profit/ sector
Photography experience

Skills in writing Plain English, to support health literacy to engage and effectively communicate and share information with people from a diverse range of audiences
Proficiency in CRM/database relationship management systems or digital campaign platforms
Experience using analytics tools (e.g., Google Analytics, Meta Insights, Mailchimp, etc.)

## How to Apply

To apply for this role, please send your up-to-date CV and a two-page covering letter demonstrating how your knowledge, skills and experience meet the criteria for the role as outlined in the personnel specification and any other skills which you feel are relevant for the position.

Please submit your CV and covering letter by email to [marionohare@cdhn.org](mailto:marionohare@cdhn.org) **by 4<sup>th</sup> September @12 noon.**

We will invite shortlisted candidates to an interview on **Monday 15<sup>th</sup> September.**