

Job Title:	Advocacy Campaigns Manager
Job Status:	Permanent, Full-time
Location:	Rathmines
Report too:	Director of Advocacy and Patient Support

The Irish Heart Foundation is a community of people who fight to protect the cardiovascular health of everyone in Ireland. Together we are working to eliminate preventable death and disability from heart disease and stroke, and to support and care for those living with these life-changing conditions. We work to achieve this by:

- Caring for and speaking out for people in the community living with heart conditions and stroke, and their families
- Innovating and leading in health promotion and prevention to change health behaviours and reduce cardiovascular risk
- Building a nation of lifesavers through CPR training
- Campaigning and advocating for policies that support people to live healthier lives.
- Information provision

We currently have approx. 65 employees and over 100 volunteers working towards the Company's vision of a future where no hearts are broken by preventable heart disease.

The Role:

The Advocacy Campaigns Manager role is to lead advocacy campaigns that increase the Foundation's influence across various issues affecting cardiovascular health. This includes being at the forefront of campaigning and policy development on childhood obesity and protecting children from health harms caused by junk food marketing.

A particular focus of this post will be to mobilise our large network of heart patients and stroke survivors to achieve a higher priority for cardiovascular health policy and for investment in services and supports that make a real difference to people's lives.

An ability to build the evidence base for the Foundation's advocacy objectives and to maximise the use of all relevant communications channels to convey key messages are also vital elements of this role.

Key responsibilities:

Campaigning and influencing

- Develop, co-ordinate and implement campaign work plans in collaboration with the Director of Advocacy and Patient Support
- Manage the development of creative content to drive Irish Heart Foundation campaigns

- Devise innovative ways of engaging with policymakers and stakeholders, including across digital platforms
- Carry out research, including patient surveys and focus groups and work with external researchers, to elevate patient voices and develop the evidence base for advocacy goals

Outreach and engagement

- Mobilise patient advocates and other stakeholders to spearhead advocacy campaigns
- Develop and run a vibrant grassroots advocacy network that will influence policymakers at both local and national level
- Build and maintain strong relationships with relevant stakeholders and develop alliances and coalitions
- Participate in relevant organisations and networks as required

Communication

- Communicate complex policy / research messages clearly and in a compelling way for diverse audiences
- Act as a media spokesperson when required and help create press releases, opinion pieces or letters to editors relating to campaign topics as appropriate
- Represent the Irish Heart Foundation on public speaking platforms or civil society events

General

- Develop annual plans in collaboration with the advocacy team
- Evaluate campaigns and their effectiveness towards strategic goals
- Undertake additional tasks as assigned by the Director of Advocacy and Patient Support

Personal skills and competencies

- Third level degree or higher in a relevant area
- At least five years' experience of developing and delivering impactful advocacy and campaigning strategies
- Proven knowledge, understanding and experience of Ireland's health policy, legislative and media environments
- Strong influencing skills and experience of representing organisations with external stakeholders
- Experience of creating and running grassroots and patient led advocacy campaigns
- Excellent networking and presentation skills
- Ability to find and assimilate information quickly and identify key issues.
- Ability to think strategically and identify opportunities
- Ability to balance resources, timelines, and priorities effectively

The above is a guide to the nature of the work required. It is not wholly comprehensive or restrictive. This job description will be reviewed in line with business needs.

Benefits of working with Irish Heart Foundation:

Flexible working with our new Hybrid model, our employees will enjoy more flexibility working from home and our office location in Rathmines. The offices are open 5 days however as per our Hybrid Model, you are only required to work 2 days in the office, if preferable.

We provide benefits to help you protect your health and financial security; and give you peace of mind.

- Pension scheme with employer contributions, from day 1 of service
- Life assurance, from day 1 of service
- Income continuance/disability benefit, from day 1 of service
- Paid Maternity leave
- Sick leave policy
- Generous annual leave policy to include company days
- Employee assistance Programme
- A wonderful office we are proud of with excellent working, kitchen and changing facilities
- Events organised by Social club and Health and Well-being Committee
- CPR Training

We also invest in your career growth with development resources that give you the opportunity to stretch and shine.

Details of Role and Application process

This is a full-time permanent role, Monday to Friday. The role is based in the Irish Heart Foundation's offices in Rathmines, Dublin. Working under a Hybrid model (2 required days in office) but option to work 5 days in office if preferred.

To apply please provide an up-to-date curriculum vitae and cover letter outlining how you suit the post by email to Siobhan Browne.

Email: hr@irishheart.ie

The closing date for this position is 1st of August 2022.

The Irish Heart Foundation is an equal opportunities employer.

The Irish Heart Foundation has a no smoking policy. Employees are not permitted to smoke whilst undertaking any duties on behalf of the Foundation.