Oxfam is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.
ABOUT US

Oxfam is a global movement of people who won’t live with the injustice of poverty. Together we save lives and rebuild communities when disaster strikes. We help people build better lives for themselves. We speak out on the big issues that keep people poor, like inequality and discrimination against women, and we won’t stop until every person on the planet can live without poverty.

At Oxfam Ireland, we work with people affected by poverty and injustice, supporting their empowerment to exercise their human rights and take control of their lives.

Supported by people across the island of Ireland for over 60 years, we are an independent, secular and not-for-profit organisation.

We have shops across the island of Ireland, offices in Belfast and Dublin, and 800 volunteers who are delivering real change to the lives of people affected by poverty. From our volunteers in Dublin and shops in Down to our programme teams and our partners all over the world, we work together with resilient people to achieve our vision of a just world without poverty.

We believe in a world where people can influence decisions that affect their lives, enjoy their rights and assume their responsibilities as full citizens of a world in which all human beings are valued and treated equally.

Everyone has a right to realise their potential, and to live free of poverty in a secure and more equitable world. We believe that with the necessary action and political will, this world is possible. People have a right to life and security; to a sustainable livelihood; to be heard; to have an identity, and to have access to basic social services.
VISION FOR THE ROLE

Oxfam is one of the most significant international development, humanitarian, and social justice organisations in the world. Oxfam Ireland has been highly successful in recent years in building its profile and engagement with a wide range of public audiences. The organisation is now entering the next stage of its development with ambition to become the most influential, respected, resourced, and recognised organisation of its kind in Ireland. The purpose of this role will be to lead a transformation in the way Oxfam Ireland engages with the public and with a wide range of high-level strategic stakeholders. The role will encompass the integration of Oxfam Ireland’s communications, media, campaigns and influencing activities to ensure Oxfam Ireland’s position as the leading voice for the international development sector throughout Ireland.

The postholder will be responsible for ensuring that the organisation is the most influential and highly regarded of its kind in Ireland with high-level access to and influence over key political, media and external bodies whilst mobilising wide-ranging public engagement and support. They will position the organisation so that donors and other supporters view Oxfam Ireland as a first port-of-call for humanitarian and long-term development support, attracting passionate campaigners and volunteers to work on key development and inequality issues. Crucial to the role will be to build brand reputation and loyalty through strong thought leadership in a wide range of relevant areas.

This role will lead in the development and implementation of a comprehensive public affairs strategy that transforms Oxfam Ireland’s reputation, effectiveness, and positioning with new and existing stakeholders.

Working closely with the CEO, the postholder will engage in key high-level external fora and position Oxfam Ireland as a trusted and sought-after partner for a range of influential stakeholders.

As a member of the Leadership Team, the Director of Public Affairs will contribute significantly to the overall strategic development of Oxfam Ireland.

This is a key position within Oxfam Ireland’s Leadership Team and will contribute to providing inspirational leadership across the organisation, to motivate, develop and encourage a culture consistent with Oxfam’s values and ways of working.
JOB DESCRIPTION

Job Purpose
To manage the development and delivery of strategic objectives and to position Oxfam Ireland as active, relevant, and influential through public affairs, advocacy, campaigning and communication to change ideas, beliefs, policy and practice as part of Oxfam’s global work against poverty and suffering.

This role requires coordination with and participation in other networks working on similar policies to optimise impact and opportunities both inside and outside the confederation.

Key Activities

- Working with the CEO and Leadership Team, identify, pursue, and manage engagement with a range of new and existing strategic stakeholders for Oxfam Ireland.

- Provide strategic direction in all relevant areas ensuring positive and consistent engagement with all target audiences and stakeholders including government, media, NGO sector, donors, supporters, volunteers, staff and the wider public. This will encompass internal and external (including online, print, media, public relations, events) communications, brand consistency, identity and positioning.

- Work closely with other departments including Fundraising and Trading to support them in realising their strategic objectives, building strong working relations with Digital and other key departments.

- Leadership, development, and management of the department, comprising of Communications, Media, Content, Campaigns and Influencing teams including staff and volunteers.

Communications

- Be responsible for the development and implementation of a fully integrated public engagement strategy for Oxfam Ireland to ensure that it continues to grow its position to become the leading development agency on the island of Ireland.

- Lead on developing and strengthening the impact of Oxfam Ireland’s brand.
• Provide strategic communications advice to the Chief Executive to enable him to play a leadership role in advocacy and lobbying and ensure he is sufficiently briefed to perform his many media and advocacy-related functions.

• Actively participate in and contribute to various Oxfam International (OI) fora and ensure Oxfam Ireland’s brand and communications strategies are aligned with OI’s global identity and communications strategy.

• Develop and deliver communications methods ensuring that income generation, marketing and communications objectives are achieved.

• Manage Oxfam Ireland’s reputation through the development of a proactive strategic programme of issue-driven media and external activities.

• Develop a crisis communications strategy and ensure its socialization and delivery if required.

• Ensure a strong flow of content to engage supporters and stakeholders.

Influencing & Campaigns

• Development, implementation and monitoring of a strategic public affairs programme that supports key organisational goals.

• Lead, in collaboration with the International Programme Department, the internal influencing committee to develop influencing strategy at national, EU and global level as appropriate and ensure its implementation and measurement.

• Ensure the strategy advances the interests of Oxfam with decision-making bodies such as political bodies/government, industry regulators, private sector, and public bodies.

• Ensure the effects of potential public policy changes on the organisation are monitored and shared with relevant staff.

• Ensure the organisation is positioned as an attractive partner for key national stakeholders and perceived positively with media and other NGOs and forge contacts with key decision-makers.

• Ensure that Campaigns and Advocacy is equipped to provide policy analysis and develop appropriate policy positions on key development issues.
• Actively participate in and contribute to various Oxfam International (OI) forums and ensure Oxfam Ireland’s campaigns and advocacy strategies are aligned with OI’s global strategy.
• Deliver the roll-out of global campaigns tailored appropriately to the Irish audience and stakeholders when they meet our market aims.
• Ensure Oxfam Ireland campaign activities are designed to mobilise public support for policy lobbying and popular campaigns including active citizenship based on a digital first approach.
• Work closely with the International Programmes Department to ensure the delivery of the One Programme elements of the strategic plan.

External Representation
• With the CEO and Leadership Team, identify and map the best fora, networks, and events in which to engage on behalf of the organisation, acting as representative, ambassador and spokesperson where required.
• Ensure staff in the department are engaging externally in the appropriate networks to drive influence, voice, and engagement.

General
• Plan and manage the departments’ annual programme of activities to achieve all targets.
• Ensure strong financial management and accountability throughout the department.
• Plan and manage the departmental budget and expenditure in line with Oxfam Ireland policies on financial management, sustainability, and best value.
• Ensure that Oxfam Ireland is appropriately represented on all relevant Oxfam Ireland, Oxfam International and external fora.
• Act at all times in the best interests of Oxfam Ireland while continually promoting the vision and mission within all sections of the community, as well as the media and/or at appropriate events as agreed.
• Be responsible for all aspects of Risk and Health & Safety relating to the department.
• Any other tasks within the scope of the role as agreed.
KEY COMPETENCIES

- Extensive demonstrable relevant senior management and leadership experience in a complex and diverse environment including:
  - Strategic planning, management, and execution.
  - Facilitative and collaborative management and leadership of a large and diverse team.
  - Leadership and management of a multi-disciplinary teams through organisational change.
  - Budget development and financial management, as well as financial reporting and analysis.
- Extensive relevant senior management experience and knowledge in advocacy and public campaigning.
- Extensive relevant senior management experience and knowledge of Communications to include:
  - Strategic plans and management of organisational communications.
  - Working with a broad range of media including digital, social media and other innovative approaches.
  - An innovative approach to raising public profile while developing and protecting a strong national and international brand.
- Demonstrable experience of working with the media and an ability to represent the organisation externally at various fora and in the media if required.
- Demonstrable ability to convey complex messages in an appropriate manner to broad and diverse audiences.
- Detailed understanding of practices and precedents in the areas of public engagement strategies.
- An understanding of the role Oxfam plays within the NGO sector and the Irish political environment and how this can be leveraged with supporters and donors.
- Proven ability to work across the organisation to create and deliver against strategic plans.
- Proven ability to build internal and external relationships which deliver on organisational and departmental goals.
- Strategic thinking, entrepreneurial flair, forward thinking, innovative and dynamism with a problem-solving approach.
- Excellent organisational, analytical (conceptual thinking), numerical, problem solving and time management skills.
- Strong commitment to Oxfam’s mission and values.
- Good working knowledge of MS Office.
- Flexible approach to working hours – ability and willingness to work evening and weekends when necessary.
- Requirement to travel regularly between Dublin and Belfast offices, and throughout Ireland.

Oxfam Ireland is an Equal Opportunities Employer and welcomes applications from all sections of the Community.