



**Cavan Monaghan Connects -  
Communications Coordinator (Part-Time)**

**Specified Purpose Contract – 12 months.**

**Job Specification and Terms and Conditions**

**Please Quote 2024-024 when applying for the position.**

**To apply for this position please submit a cover letter setting out your reasons for applying for the position along with your Curriculum Vitae to [recruitment@mentalhealthireland.ie](mailto:recruitment@mentalhealthireland.ie)**

<b>Job Title</b>	Cavan Monaghan Connects - Communications Coordinator (part-time)
<b>Posts Available</b>	1 Part Time position – 8hrs per week.
<b>Closing Date</b>	Closing date for receipt of applications is 12 noon on Friday 8 <sup>th</sup> November 2024. Applications received outside this time will not be considered.
<b>Proposed Shortlisting and Interview Date (s)</b>	Shortlisting to conclude Monday 11 <sup>th</sup> November 2024 with Interviews to take place 14 <sup>th</sup> & 15 <sup>th</sup> November 2024.
<b>Reporting Relationship</b>	The post holder will report directly to the Mental Health Ireland Internal Team Manager.
<b>Organisational Area</b>	Cavan / Monaghan
<b>Location of Post</b>	Remote work with the expectation of attending regular inter-agency group, Cavan Monaghan Connects, meetings held locally, and attendance at Mental Health Ireland Team Meetings.
<b>Informal Enquiries</b>	Please contact Conor Geoghegan, National Development Manager (Community), via Mental Health Ireland HQ (01) 284 1186.
<b>Organisation description</b>	<p>Mental Health Ireland (MHI) is a national voluntary organisation promoting mental health, wellbeing &amp; recovery using a process called coproduction to ensure that the voices of the end user are heard at all stages of programme development, delivery and evaluation. Our network of volunteer-led Mental Health Associations (MHAs) active throughout the country is supported by a dynamic staff team including Development Officers.</p> <p>Our National Head Office is based in Dun Laoghaire, with 110 staff members distributed throughout Ireland. Our work in promoting mental health and wellbeing and supporting people in recovery from significant mental health challenges, is funded by the HSE and supported through public donations.</p> <p>Mental Health Ireland is a values-driven, person-centred organisation acting at both national and local levels. We are the national driver of mental health promotion and recovery awareness and education. We achieve this through evidence-based information provision, resources, campaigns, training, events, bursaries and our support of Recovery Education Services. We are led by the values of recovery, hope, empowerment and self-determination. We ensure that lived experience is a central informant of our work. We believe that everyone has the right to access the supports of our choosing when and where we need them and the right to be supported in recovery to live healthy and meaningful lives.</p> <p>This Partnership:</p> <p>HSE Connecting for Life Cavan Monaghan has established an inter-agency working group that seeks to improve access to information and support for people who may be at risk of mental health difficulties including self-harm and suicide. The inter-</p>

	<p>agency group has identified the need for an online presence in order to support a more co-ordinated and streamlined approach to promoting messages and content related to positive mental health and suicide prevention for a range of target audiences across the two Counties.</p> <p>This stems from a concern that people are not aware of supports available or are not accessing relevant supports, and an underlying assumption that current methods of communication are not sufficiently effective.</p> <p>This project seeks to improve access to information and support for people who may be at risk of mental health difficulties including self-harm and suicide. It seeks to create a culture of help-seeking, prioritising mental and physical wellness and to reduce the stigma associated with speaking about mental health challenges and with reaching out for help at times of mental distress.</p>
<p><b>Purpose of the Post</b></p>	<p>The post holder will be responsible for the website upkeep and social media presence for a local Wellbeing Platform (<b>Cavan Monaghan Connects</b>) that will be supported by all agencies involved in the existing partnership in order to:</p> <ul style="list-style-type: none"> <li>• Promote safe, timely and evidence-based messages and mental health supports; and</li> <li>• Reinforce and embed national mental health campaigns at local level.</li> </ul> <p>The website will include a range of key sections containing important information on:</p> <ul style="list-style-type: none"> <li>• Directory of services</li> <li>• Training opportunities</li> <li>• News and events</li> <li>• Resources section</li> </ul> <p>The online presence will include social media platforms such as Facebook, Tik Tok, LinkedIn, Instagram and X and will be setup, managed and maintained in a safe and coordinated manner.</p> <p>The expected impact and outcomes from the initiative include:</p> <ul style="list-style-type: none"> <li>• Improved access to messages of support and services to help reach target groups and individuals.</li> <li>• More effective and co-ordinated provision of health care messages and signposting of supports.</li> <li>• Improved engagement with digital platforms by service users, including hard to reach individuals and communities.</li> <li>• Improvements in help seeking behaviours – enhanced access to information on supports/services available.</li> <li>• Reduction in stigma surrounding mental health, including conversations about mental health challenges and seeking help for mental health difficulties.</li> <li>• Improvements in health outcomes for people living in Cavan and Monaghan</li> </ul> <p>Working closely with the Cavan Monaghan Connects Working Group, the Communications Coordinator will take a lead on developing, building and sustaining its digital presence, including its website and all social media management. They will work closely with members of the Working group to support the communication and sharing of info on mental health campaigns plus other local events, initiatives services etc. This is critical to the success of Cavan Monaghan Connects and the achievement of our aims across Cavan and Monaghan.</p>
<p><b>Principal Duties and Responsibilities</b></p>	<ul style="list-style-type: none"> <li>• Coordination of key communications on behalf of the Cavan Monaghan Connects Group, including:</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Website updates (by and large, these are supplied by third parties, including members of the Cavan Monaghan Connects Working Group and various local community, voluntary and statutory partners). These may include videos as well, or graphics, animations etc. Posting content and updates, including those uploaded to the website on the range of Cavan Monaghan Connects social media platforms.</li> <li>➤ Generation of social media posts to highlight various other elements of the Cavan Monaghan Connects website, most notably the Services Directory, Resource Materials and Training Programmes.</li> <li>➤ Sharing and uploading content to the various social media platforms on local and national mental health initiatives, campaigns and services.</li> </ul> <ul style="list-style-type: none"> <li>• Develop and maintain social media platforms, including building and sustaining a following and developing up-to-date, creative campaigns.</li> <li>• Development and execution of other promotional concepts and events / campaigns for Cavan Monaghan Connects and/or with third parties – this is a new area we are embarking on and we would welcome new ideas, direction and relevant skills to make this possible. This work will include campaigns to communicate with young people and other priority groups.</li> <li>• Attendance at Working Group meeting once a week and monthly Cavan Monaghan communication sub-group meetings.</li> <li>• Engagement with various third parties who wish to use the Cavan Monaghan Connects brand to promote and stage events. This is likely to be a growing element of the role as we move into increasing the public profile of Cavan Monaghan Connects.</li> <li>• Produce monthly social media statistics / reports.</li> <li>• To work alongside, and report to, members of the Cavan Monaghan Connects Working Group.</li> <li>• Ensure maintenance of up-to-date databases and contacts for Cavan Monaghan Connects (numbers, emails, Facebook, X, Tik Tok, Instagram).</li> <li>• Develop and maintain a directory of services and supports on the website.</li> </ul> <p><b>The above Job Description is not intended to be a comprehensive list of all duties involved and consequently, the post holder may be required to perform other duties as appropriate to the post which may be assigned to him/her from time to time and to contribute to the development of the post while in office.</b></p>
<p><b>Person Specification</b></p>	<p>The following attributes, or experience are essential / desirable competencies for the successful appointment of this position:</p> <ul style="list-style-type: none"> <li>• Excellent writing skills.</li> <li>• Excellent social media administration skills – X, Facebook, Tik Tok, LinkedIn and Instagram.</li> <li>• Facebook Live broadcasting skills (technical and presenting skills, ideally).</li> <li>• CMS website management.</li> <li>• Media engagement and contacts, particularly in the counties of Cavan and Monaghan.</li> <li>• Researching / surveying skills to underpin campaigns.</li> <li>• Awareness of good practice in terms of reporting on suicide.</li> <li>• Teamwork</li> <li>• Strong Organisational Skills.</li> </ul>

	<p><b><u>Essential Required Competencies:</u></b></p> <ul style="list-style-type: none"> <li>• A relevant academic / educational qualification relating to administration, IT or related field.</li> <li>• Experience of project management, answering queries and maintaining up-to-date records.</li> <li>• Excellent IT skills and knowledge of computer packages, including Excel and Publisher.</li> <li>• Experience of managing a website.</li> <li>• Proven experience of using social media for work purposes.</li> <li>• Networking skills and ability to work with a range of voluntary and statutory agencies.</li> <li>• Experience / skills in developing communication campaigns for dissemination across multiple platforms.</li> <li>• Excellent communication and presentation skills, in particular the ability to communicate in a sensitive manner.</li> <li>• Excellent organisational and time management skills.</li> </ul> <p><b><u>Desirable Required Competencies:</u></b></p> <p><b><u>Professional Knowledge</u></b></p> <ul style="list-style-type: none"> <li>• Knowledge of mental health promotion and suicide prevention.</li> <li>• Knowledge of the community and voluntary sector.</li> </ul> <p><b>As this is a regional role requiring some travel, it is essential that the chosen candidate has a full, clean driving licence and access to a car that is fully insured and meets all the standards required to drive legally in Ireland.</b></p>
<b>Annual Leave</b>	28 days working full Time. Working 8hours per week is 6 days Annual Leave in a calendar year.
<b>Salary</b>	<p>The salary for this post is based on 8 hours work per week analogous with HSE 2020 Salary Scale plus 8%, in line with October 2023 WRC Agreement on Section 39 Pay.</p> <p>The salary scale is in line with HSE Grade V, Point 3 €46,408.00 (plus the 8%) per annum.</p> <p>The Salary for the post will be <b>€10,836.90</b> (inclusive 8%) per annum, based on the pro rata 8 hours per week.</p>
<b>Probation</b>	6 months
<b>Contract Length</b>	12 Month Specified Purpose Contract.
<b>Benefits</b>	<ul style="list-style-type: none"> <li>• Employee Assistance Programme.</li> <li>• Bike to Work Scheme.</li> <li>• Good Friday is a Privilege Day (Day off)</li> <li>• Defined Contribution Pension Scheme.</li> <li>• Incremental Pay Scale in place.</li> </ul>
<b>Other requirements specific to the post</b>	<ul style="list-style-type: none"> <li>• Garda clearance.</li> <li>• Appropriate references.</li> <li>• Full driving licence and access to own transport required.</li> </ul>

<b>Short Listing</b>	<p><b>Applicants will be short listed for interview based on the information supplied on their CV and letter of application at the closing date.</b></p> <p><b>Criteria for short listing are based on the requirements of the post as outlined in the post specific requirements, duties, skills, competencies and/or knowledge section of this job specification.</b></p>
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