



LauraLynn

IRELAND'S CHILDREN'S HOSPICE

PERSON SPECIFICATION

&

JOB DESCRIPTION

- INTERIM COMMUNICATIONS MANAGER -

LAURALYNN

LauraLynn, Ireland's Children's Hospice was formed in 2011 following the merging of the long standing Children's Sunshine Home and the LauraLynn Foundation, and now comprises LauraLynn Hospice Service and The Children's Sunshine Home Disability Services. Our Disability Services are based on our campus in Leopardstown, Dublin 18 and our Hospice Services operate from our campus in Dublin and regional hub in Mallow, Cork which opened in 2022.

LauraLynn Hospice provides specialist palliative and supportive care services to meet the needs of children with life limiting conditions and their families. Our Model of Care is centred around five pillars - direct care, family support, symptom management, end of life care and bereavement support.

Our Disability Services comprises Willow View – a residential care service that is home to six adults with intellectual disabilities and Hazel House - a respite service for children with complex intellectual and physical disabilities.

While our disability services are funded by the Health Services Executive (HSE) our hospice service is mainly funded through fundraised income and private donations, supplemented with some statutory funding.

VISION

Children and their families have the care and support they need at all stages of their journey.

MISSION

To take a leading role in improving the quality of life of those in our care, by delivering specialist care and support that is accessible and equitable.

Our mission will be underpinned by Advocacy, Research and Education and will be achieved through collaboration with our healthcare colleagues, statutory bodies, donors and funders, and the children and families in our care.

VALUES

- Compassion
- Collaboration
- Excellence

Benefits

- Strong sense of purpose and meaning
- Flexible working options
- Learning & development opportunities
- Pension Scheme
- Comprehensive induction programme
- Extensive in-house person-centred training programme for nursing, clinical and care staff
- Generous annual leave
- Active wellbeing supports including an inhouse occupational health service and a free 24/7/365 employee assistance programme (EAP) for staff and their immediate family members
- Subsidised canteen
- Free car parking
- VHI group scheme
- Membership to HSSU Credit Union
- Bike to work scheme

PERSON SPECIFICATION

JOB TITLE:	INTERIM COMMUNICATIONS MANAGER
GRADE:	VI
DEPARTMENT:	MARKETING & COMMUNICATIONS DEPARTMENT
REPORT TO:	HEAD OF MARKETING & COMMUNICATIONS

FACTOR	ESSENTIAL	DESIRABLE
EDUCATION & EXPERIENCE	<ul style="list-style-type: none"> • Relevant 3rd level degree (e.g. Journalism, Communications). • 3+ years' experience in a relevant communications or public relations role. • Demonstrable success in developing and delivering media relations and awareness campaigns within the national media environment • A professional network of media and/or celebrity contacts. • Success in devising effective stakeholder engagement plans to achieve stated goals • Project management of inter-departmental projects, campaigns and events • People management experience 	<ul style="list-style-type: none"> • Experience of working in an Irish Chairity • Large Event Management experience • Experience of managing multiple time sensitive projects simultaneously. • Budget and general admin management experience
SKILLS/ABILITIES	<ul style="list-style-type: none"> • Excellent communication (written and verbal) and presentation skills • Strong analytical, problem solving and decision making skills • Excellent planning, organising and time management skills • Ability to use your own initiative and to influence and motivate those around you • Ability to work under pressure and multi task 	<ul style="list-style-type: none"> • Numeracy skills • Strong coping and resilience skills

	<ul style="list-style-type: none"> • Ability to lead and work in a team set up. 	
KNOWLEDGE & UNDERSTANDING	<ul style="list-style-type: none"> • Knowledge of the media landscape in Ireland • Understanding of the key messages, stakeholders and communication priorities of LL 	<ul style="list-style-type: none"> • Understanding of trends internal communications
VALUES & BEHAVIOUR	<ul style="list-style-type: none"> • Must possess the LauraLynn values of compassion, collaboration and excellence and demonstrate these in the course of their employment. • Be a LauraLynn ambassador at all times, in and out of work by representing the organisation in a positive and professional manner. • Support and collaborate with marketing, communication and fundraising teams to raise awareness of the services that LauraLynn provide. 	

Compassion, Collaboration, Excellence

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SUMMARY

This role sits within the Marketing and Communications Department and will report to the Head of Marketing and Communications. The Communications Manager will directly line manage the Communications Executive and will be responsible for both strategy and the delivery of communications and awareness activities across the organisation. The role will be hybrid working model and will be office based a minimum of two days per week.

It is expected that the Communications Manager will break down their time roughly as follows:

- ✓ Strategy & Planning 25%
- ✓ Communications to support fundraising, awareness and corporate objectives 60%
- ✓ Administration 5%
- ✓ Management 10%

DUTIES AND RESPONSIBILITIES

PR & COMMUNICATIONS

- Working with the Head of Marketing and Communications roll out communications and engagement strategy to reflect our ambitious plans for growth
- Develop, lead and measure an annual media relations strategy to support all fundraising, clinical and organisational objectives (including policies, planning, messaging, speeches, etc.)
- Lead on media relations initiatives and oversee all PR and media relations activities
- Create messaging, content and written materials to communicate our work and mission, including clinical information for service users and referrers, Annual Report, website etc.
- Support LauraLynn's fundraising overseeing messaging, supporting stakeholder storytelling (e.g. families, staff, volunteers) throughout the process and providing PR support
- Lead on key organisational and awareness related events and support internal event mgmt
- Oversee and grow internal communications to increase employee and family engagement and

drive LauraLynn culture

AWARENESS

- Lead on the development, execution and evaluation of awareness campaigns events and activities (including project management) both internal and external (e.g. Children's Hospice Week)
- Maintain and grow the LauraLynn Ambassador Programme to deliver communications and fundraising goals
- Manage the development of a LauraLynn Champions Programme providing support and training to staff, volunteer and family champions

ADMINISTRATION

- Be responsible for the administrative function of the department including budgets, departmental reporting requirements (e.g. board, finance & ops), mandatory training, procurement practices, H&S and GDPR requirements.

TEAM

- Manage and lead the Communications Exec
- Support the Head of Marketing and Communications and EMT in Crisis and Advocacy related communications
- Support the Marketing Manager and wider Marketing and Communications team to achieve team and organisational goals
- Actively participate and contribute to the Fundraising team and other internal and external working groups you may participate in

GENERAL

- Manage the Communications Budget ensuring good governance and value for money.
- Manage relevant third-party suppliers and stakeholders (e.g. photographers, event management agencies etc.)

FLEXIBLE WORKING

LauraLynn offers flexible working options to staff depending on the role and needs of the service and in line with the Flexible Working policy. Staff wishing to apply for flexible working should discuss their request with their manager in the first instance.

PROFESSIONAL DEVELOPMENT AND MANDATORY TRAINING

Maintaining the necessary skills and knowledge is important in this role. This being the case the postholder must ensure their continuous development including abiding by any professional code of practice or ethical code applicable to the role. It is also incumbent on the postholder to ensure all mandatory training deemed necessary is up to date.

HEALTH AND SAFETY

In respect of Health and Safety these duties must be performed in accordance with LauraLynn's health and safety policy. In carrying out these duties the employee must ensure that effective safety procedures are in place to comply with the Health, Safety and Welfare at Work Act. Staff must carry out their duties in a safe and responsible manner in line with LauraLynn policy as set out in the safety statement, which must be read and complied with.

QUALITY, RISK AND SAFETY RESPONSIBILITIES

It is the responsibility of all staff to:

- Participate and cooperate with legislative and regulatory requirements with regard to Quality, Risk and Safety.
- Participate and cooperate with LauraLynn quality, risk and safety initiatives as required.
- Participate and cooperate with internal and external evaluations of the organisation's structures, services and processes as required, including but not limited to, the national hygiene audit, national decontamination audit, health and safety audits and other audits specified by the HSE or other regulatory authorities.
- To initiate, support and implement quality improvement initiatives in their area which are in keeping with LauraLynn quality, risk and safety requirements.
- Maintain a clean and healthy environment for our service users, families, visitors and staff.
- Maintain a high standard of hygiene including personal hygiene as part of their role within the organisation.
- Attend infection control training yearly.

FLEXIBILITY:

This post requires a high level of flexibility to ensure the delivery of an effective and efficient service. Therefore, the post holder will be required to demonstrate flexibility on occasion as and when required by their manager.

DIGNITY AND WELFARE OF SERVICE USERS:

As a health care provider all staff are expected to behave towards service users and their families in a caring, professional and responsible manner. In line with the Trust in Care policy, it is the duty and responsibility of all employees of LauraLynn, including this post holder, to report any concerns for the safety and welfare of service users to their line manager or head of department or to the Designated Liaison Person, which applicable.

DIGNITY AT WORK:

All members of staff at LauraLynn have a right to be treated with dignity and respect and to work in a safe environment which is free from all forms of bullying, sexual harassment and harassment. Thus, all staff, including

this post holder, have a responsibility to help maintain such a working environment. All employees must comply with the national/LauraLynn Dignity at Work policy and ensure that their behaviour does not cause offence to fellow workers or any person with whom they come into contact during the course of their work.

CONFIDENTIALITY:

In the course of his/her employment, the person appointed may have access to or hear information concerning the medical or personal affairs of service users or staff or other health service business. Such records or information are strictly confidential and unless acting on instructions of an authorised officer on no account must information be divulged or discussed except in the performance of normal duty. In addition records must never be left in such a manner that unauthorised persons can obtain access to them and must be kept in safe custody/destroyed in accordance with policy when no longer required.

DRESS CODE / UNIFORM:

Attire and personal appearance must, at all times, conform to a standard LauraLynn considers appropriate. Staff attached to certain departments may be required to wear a uniform or other protective clothing. Where applicable any such requirements as detailed by the immediate supervisor must be adhered to at all times.

QUALITY:

To ensure the provision of the highest possible quality of service to our service users, all employees at LauraLynn have a responsibility to ensure adherence to and participation in internal and external quality control and assurance programmes on an ongoing basis.

Note: This job description is an outline of current broad areas of responsibility and accountability and should not be regarded as a comprehensive listing. As the role develops in the organisation this job description may be reviewed in light of possible new structures and/or changing needs of the organisation.

TERMS AND CONDITIONS

TENURE:

This is a specified purpose contract of employment to cover maternity leave.

REMUNERATION:

€54,548 - €66,642 – Grade VI scale as of 1st January 2024.

Please note that whilst this position is not HSE/public funded the salary is aligned to the national HSE pay scales

Payment is made on a monthly basis (last Thursday) by credit transfer.

HOURS:

35 hours per week, exclusive of unpaid rest breaks. Hybrid working arrangements are available at LauraLynn.

This being the case consideration will be given to applying suitable working arrangements where appropriate.

ANNUAL LEAVE:

210 working hours per annum.

PENSION SCHEME:

Membership of superannuation (pension) scheme is compulsory. Superannuation contributions at the appropriate rate will be payable in accordance with the provisions of the determined pension scheme. Further information will be issued upon appointment to the role.

RETIREMENT AGE:

Retirement age will be determined by the superannuation scheme a new employee is aligned to. Further information will be issued upon appointment to the role.

HEALTH:

A candidate for and any person holding the office must be fully competent and capable of undertaking the duties attached to the office and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

GARDA VETTING:

Arrangements have been introduced, on a national level, for the provision of Garda Clearance in respect of candidates for employment in areas of the Health Services, where it is envisaged that potential employees would have substantial access to children or vulnerable individuals. The successful candidate will be required to complete a Garda Vetting form prior to starting with LauraLynn.