

Communications & Digital Engagement Officer

Full Time Position

Reporting to Communications & Campaigns Manager

Dublin Rape Crisis Centre (DRCC) has a twofold mission: to prevent the harm and heal the trauma of all forms of sexual violence. We provide first response services through the National 24/7 Helpline, face-to-face therapy, and an information and support service. We also provide accompaniment to those attending the Rotunda Sexual Assault Treatment Unit, Garda Stations, Courts and other settings. In addition, we offer education and training programmes for professionals, frontline staff and volunteers who work with those affected by sexual violence.

This is a multifaceted role, combining communications, digital strategy and stakeholder engagement. It offers an exciting opportunity to contribute to a national organisation working towards an Ireland free from sexual violence.

Purpose of the role

The Communications & Digital Engagement Officer will play a central role in raising awareness of DRCC's services and campaigns, strengthening our digital presence, and amplifying the voices of survivors.

You will:

- Grow engagement with diverse stakeholders, translating research and data into clear, impactful messaging.
- Create accurate and engaging content to communicate DRCC's key messages and impact.
- Lead on digital strategy to drive awareness, fundraising and community growth across all online channels.
- Support media relations, campaigns, events, and organisational publications.

Key Responsibilities

Communications

- Help deliver DRCC's communications plan, ensuring digital strategy is fully integrated.
- Engage with media: draft press materials, pitch stories, manage contacts, monitor coverage, and report on activity.
- Support campaigns and events: develop media strategies, create communications materials, brief stakeholders, and manage budgets.

- Oversee internal and external communications, including newsletters, email briefings, video content and outreach.
- Manage publications and produce new assets as required.

Content Creation & Storytelling

- Produce compelling content for digital channels (social media, blogs, newsletters, fundraising appeals).
- Use video storytelling to connect with key audiences.
- Collect and share stories and impact data to communicate DRCC's mission and achievements.

Digital Engagement

- Manage and grow DRCC's social media presence, including content, scheduling, community engagement and KPI reporting.
- Develop and deliver digital marketing and advertising campaigns; monitor performance, optimise ROI and provide reporting.
- Maintain and optimise DRCC's website, including SEO.
- Lead on CRM tools, inbound marketing strategies, and digital fundraising opportunities.
- Keep abreast of emerging digital and fundraising trends, including AI.

Person Specification

Skills and attributes

- Excellent teamwork and collaboration skills.
- Strong organisational and time management abilities, with a high level of accuracy and attention to detail.
- Proven capacity to build and maintain positive relationships with internal and external stakeholders.
- Excellent communication skills — writing, editing, and presenting information clearly.
- A professional, approachable manner with the ability to handle sensitive information confidentially.

Essential experience

- Minimum of four years' experience in communications, media/journalism, PR, or marketing within the private or voluntary sector.
- Proven track record delivering communication campaigns across print, broadcast, and online media.
- Strong background in digital marketing/advertising, including strategy development, performance reporting, and budget management.
- Demonstrated ability to produce engaging, purpose-driven content in multiple formats and tones.

- Experience in digital analytics, including goal setting, monitoring, and reporting.
- Knowledge of trends in digital storytelling, social media engagement, and accessible design/communications.
- Proficiency in Office365 and digital content/video/graphic design tools (e.g., Canva, Adobe Creative Suite, CapCut).
- Fluency in English, spoken and written, with excellent writing, editing, and proofreading skills.
- Ability to work independently, meet deadlines, and manage multiple projects.
- Commitment to DRCC's values, ethos and vision.

Desirable experience

- Qualification in communications, digital marketing and/or advertising.
- Experience with CRM systems.
- Proficiency in creating short-form video content for social media.
- Experience producing newsletters and similar outputs.
- Background in PR and media engagement.
- Experience with or understanding of volunteering and/or non-profit organisations.

Why join Dublin Rape Crisis Centre?

- Be part of a nationally respected organisation supporting survivors of sexual violence.
- Work in a supportive, purpose-driven environment.
- Competitive salary and benefits.
- Ongoing training and professional development opportunities.

To apply:

Please submit your CV and a cover letter outlining your suitability for the role to recruitment@rcc.ie. Closing date for applications: Friday 10 October 2025 @ 5pm.

Additional information:

- DRCC is an equal opportunities employer and welcomes applications from people of diverse backgrounds and abilities.
- Garda Vetting is a requirement.
- All prospective employees must declare prior convictions and any investigations or inquiries into abuse or inappropriate behaviour.
- DRCC is currently located in an old Georgian building on Leeson Street with access steps from the street. We are committed to providing reasonable accommodations for applicants and employees with disabilities. If you have a reasonable accommodation request, please contact Naomi Patton, HR Manager.
