



ROLE PROFILE

JOB TITLE	Executive – Communications, Branding & Media	RESPONSIBLE TO	Manager Communications, Branding & Media
DEPARTMENT	APAC	RESPONSIBLE FOR	N/A

JOB PURPOSE	
<ul style="list-style-type: none"> • Support the implementation of the communications, media and branding plan of Insurance Ireland contributing to its overall objectives. • Support the delivery of effective communications to Insurance Ireland members and stakeholders. This includes the development in-house of member newsletters, publications, social media activities, critical business websites & Member Council packs. • Assist in the setup of consumer campaigns and website content. • Support a range of additional Member and Internal Communications activities 	

ACCOUNTABILITIES	
<ul style="list-style-type: none"> • Contribute to the management and implementation of Insurance Ireland’s Communication Strategy by: <ul style="list-style-type: none"> ○ Supporting the creation of and review of newsletters, webpage articles, social media and other publications ○ Supporting the creation and review of content for Insurance Ireland’s consumer information hub understandinginsurance.ie and its campaigns ○ Supporting the creation and review of content for Insurance Ireland’s critical websites ○ Supporting the creation of Member Council Packs • Support the wider team in respect of various initiatives e.g. DEI Survey, PWC Survey, Talent Strategy Surveys, internal communication and engagement campaigns • Contribute to wider Insurance Ireland administration needs when required • Undertake all duties in line with Insurance Ireland’s policies and procedures and all its legal obligations • Undertake such other duties as may reasonably be required by Insurance Ireland 	

KNOWLEDGE/SKILLS	
Essential	<ul style="list-style-type: none"> • University level education or equivalent practical experience, preferably in an area related to communications, branding, digital marketing, marketing or PR. • Interest in communications, digital marketing & branding. • Able to work independently and in a team. • Well-developed administrative, organisational, time management & planning skills that deliver quality work in line with tight deadlines. • Excellent written and verbal communications skills and the ability to communicate with people at all levels. • Able to create and support productive working relationships working collaboratively both internally and externally. • Personal drive and integrity and able to demonstrate initiative when managing issues and projects • Experience using Canva for the creation of digital and branded content; experience with Adobe Creative Suite (or similar platforms)
Desirable	<ul style="list-style-type: none"> • Experience in the financial services sector. • Experience using newsletter and email marketing platforms such as Poppulo, Newsweaver, HubSpot or similar is highly desirable. • Experience creating and adapting content for a wide range of social media platforms (e.g. LinkedIn, Instagram, Twitter, YouTube) • Experience working in communications, PR or media environments • Knowledge of WordPress and Squarespace is desirable

VALUES - Trust, Ambition, Openness, Collaboration & Ownership

All post holders are expected to demonstrate behaviours in line with Insurance Ireland's Values as defined in the organisation's Values and Competency Framework

COMPETENCIES

Personal attributes/behaviours which the job holder must possess to be successful in the role For detailed definitions please refer to the organisation's Values & Competency Framework.

Customer & Member Focus	<ul style="list-style-type: none"> • Level 1
Team Working	<ul style="list-style-type: none"> • Level 1
Self-Awareness & Self Development	<ul style="list-style-type: none"> • Level 1
Accountability & Drive	<ul style="list-style-type: none"> • Level 1

ADDITIONAL INFORMATION

- This role profile is a description of the role as it is presently constituted. It is the practice of Insurance Ireland to examine role profiles from time to time to update and ensure they relate to the job as it is being performed or to incorporate whatever changes are being proposed. This will be conducted in consultation with you.
- This role profile is supported by annual objectives and performance standards to provide an indication of the level of performance expected of the role.

NAME OF JOB HOLDER		NAME OF MANAGER	
SIGNATURE		SIGNATURE	
DATE		DATE	

