



## **Vision Sports Ireland Operations and Communications Coordinator**

### **About Vision Sport Ireland**

Vision Sports Ireland, a subsidiary of National Council for the Blind of Ireland (NCBI), is the Sport Ireland national governing body for sport for blind and visually impaired people in Ireland. Our vision is that all blind and vision impaired people in Ireland can access and participate in sport and recreational activities of their choice.

### **The Role**

Vision Sports Ireland has progressed from strength to strength and now has an exciting opportunity to appoint an Operations and Communications Coordinator who will play an important role in implementing its strategic plan "*Towards 2023 Vision*". The Operations and Communications Coordinator will play a key role in the day to day marketing and communications of the organisation. They will also be part of the sports development team with responsibility of marketing Vision Sport Ireland's core programmes, events, education and training programmes. The appointee will work closely with the National Sports Development Manager to build the Vision Sports Ireland brand in the promotion of value-added programmes, initiatives, and partnerships. The successful candidate will be a highly motivated and innovative professional. The appointee will be responsible for managing social media and website content which have become an integral part of sports development.

The Operations and Communications Coordinator will be part of a small progressive team and required to work in a way which reflects the core values of Vision Sports Ireland and NCBI in promoting and supporting opportunities for independence and enhanced quality of life for people who are blind and vision impaired.

### **Reporting**

The Operations and Communications Coordinator will report to the National Sports Development Manager.

### **Operations and Communications Coordinator Brief**

The ideal candidate will hold a third level qualification in marketing/communications, business management, recreation and leisure management or an appropriate field. It is essential the person appointed has a proven track record in marketing and communications. Experience and understanding of working within sports sector is advantageous.

The successful candidate will oversee all marketing and communications including promoting services and wider opportunities of interest to people who are blind and vision impaired. The role will also be responsible for managing to function of our website and social media platforms, communicating with our community. The successful candidate will work as part of the Vision Sports Ireland team to collaborate with National Governing Bodies of Sport, Local Sports Partnership and NCBI Teams to increase physical activity opportunities for people who are blind and vision impaired in Ireland.

### **Key Responsibilities**

- Positioning Vision Sports Ireland as the experts on vision impairment in the field of sport and physical activity.
- Provide key input into day-to-day operations of Vision Sports Ireland.
- Supporting the National Sports Development Manager on the planning and execution of a comprehensive communications programme to promote Vision Sports Ireland services as well as advocating for the organisations strategic partners and their activities.
- Increasing the engagement and reach of the organisation's online profile by curating relevant social media content reflecting Vision Sports Irelands activities and that of our partners.
- Working collaboratively with partner organisations to strategically cross-promote activities.

- Work with the Vision Sports Ireland team to increase participation in programs and initiatives.
- Work as part of a motivated and focused team to service the priorities of Vision Sports Ireland.
- Monitoring, updating and evaluation of website and social media analytics, e-newsletter.
- Work as part of a team for programme coordination and event management.
- Work to develop innovative ways to promote programmes and events.
- Continually evaluate and monitor the quality of services provided by Vision Sports Ireland.
- Work as part of a team to drive and advance coach education, volunteerism and training opportunities.
- Serve and support colleagues as a member of the Vision Sports Ireland Team including, but not limited to, funding applications and reporting.
- Contribute to funding, sponsorship activities related to Vision Sports Ireland.
- Collaborating with National Governing Bodies of Sport, Local Sports Partnerships and Disability Services.

This is not an exhaustive list and the role will include any duties required by Vision Sport Ireland/NCBI from time to time which are appropriate for the position and the needs of the organisation(s).

The role will involve out of hours evening and weekend work from time to time. Garda vetting is required.

### **Person Specification**

- Hold a third level qualification (minimum degree) in marketing/communications, sports/leisure development, business management or relevant discipline.
- Experience working in sports sector or marketing/communications.
- Experience in bringing innovative thinking and creativity to problem solving complex issues, and sound decision making and judgment.
- An ability to communicate with impact and influence (written, oral and presentation).

- Passion for sport and inclusion.
- Strong office IT/Design skills.
- Proficient social media and marketing skills.
- Ability to work as part of a diverse, dynamic and high performing team.
- Eligibility to work and reside in Republic of Ireland.
- Position based in Dublin.

Please apply with CV and cover letter outlining your suitability for the role by 12 noon on Tuesday 6 April 2021 to Luwen Zhou, HR Department via [luwen.zhou@ncbi.ie](mailto:luwen.zhou@ncbi.ie).

**Informal enquires welcome to [padraig.visionsports@ncbi.ie](mailto:padraig.visionsports@ncbi.ie)**

*Vision Sports Ireland is an equal opportunities employer and encourages applications from persons with disabilities.*