



## **Job Title: Communications and Graphic Design Specialist**

Company: Rowing Ireland

Location: Cork, Ireland

### **About Rowing Ireland:**

Rowing Ireland is the National Governing Body for the sport of rowing in Ireland, responsible for the development, promotion, and organization of rowing events across the country. With a mission to foster the growth of rowing and enhance its presence both nationally and internationally, Rowing Ireland is dedicated to supporting athletes, coaches, and enthusiasts of all levels.

### **Job Description:**

Rowing Ireland is seeking a dynamic and creative individual to join our team as a Communications and Graphic Design Specialist. The successful candidate will play a key role in enhancing our communication strategies and elevating our brand presence through compelling visual content and effective messaging.

Responsibilities:

#### **1. Communications:**

- Develop and implement communication strategies to promote Rowing Ireland's initiatives, events, and programs to our target audience.
- Produce written content for various platforms, including press releases, newsletters, website updates, and social media posts.
- Monitor and analyse media coverage and social media engagement, providing insights and recommendations for improvement.
- Serve as a spokesperson for Rowing Ireland, representing the organisation in media interviews and public appearances as needed.
- Build key relationships with Press
- At all times consider how your role can support the strategic objectives of Rowing Ireland
- Undertake other duties as and when required

#### **2. Graphic Design:**

- Create visually appealing and engaging designs for digital and print materials, including social media graphics, event posters, brochures, and merchandise.
- Develop and maintain brand guidelines to ensure consistency across all communication channels

#### **3. Digital Media Management:**



- Manage and maintain Rowing Ireland's website, ensuring content is accurate, up-to-date, and user-friendly.
- Ensure all updates to the website take place and the image of the brand is portrayed in a professional manner
- Oversee social media channels, including content creation, community engagement, and performance tracking.

**Qualifications:**

- Excellent written and verbal communication skills, with the ability to craft compelling narratives and messages.
- Proficiency in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) is a highly desirable
- Strong organisational skills with the ability to manage multiple projects simultaneously and meet deadlines.
- Passion for sports and a genuine interest in promoting the sport of rowing.
- Rowing experience whilst not necessary would be beneficial.

**Benefits:**

- Competitive salary based on experience.
- Opportunity to work in a dynamic and collaborative environment.
- Flexible working hours.
- Access to training and development opportunities to enhance skills and knowledge.
- Contribution to the growth and success of rowing in Ireland.

**How to Apply:**

Interested candidates should submit a CV and cover letter to [Strategicbusiness@rowingireland.ie](mailto:Strategicbusiness@rowingireland.ie). Please include "Communications and Graphic Design Specialist Application" in the subject line. Only shortlisted candidates will be contacted for interviews.

Rowing Ireland is an equal opportunity employer and is committed to diversity in the workplace. We encourage applications from individuals of all backgrounds and experiences.