

***Income, Marketing and Public Relations Officer (19.5 hours per week)***

*Main Function*

To increase the overall development of Claremorris Community Radio by increasing total revenues acquired by the station.

*Key Responsibilities of the post*

**INCOME:**

- Researching, identifying, sourcing and applying for funding from State agencies, local authorities, European and Irish grants etc. especially applications for commissioned programming.
- Explore and develop new advertising and sponsorship opportunities. Liaise with existing customers, with groups in conjunction with station staff and members.
- Organise and attend fundraisers, promotions and events.

**Marketing and Public Relations:**

- Plan, develop and implement Marketing and PR strategies.
- Writing and distributing press releases and devising photo opportunities.
- Maintain social media platforms (Twitter, FB) engaging with social media users.
- Develop contacts and liaise with businesses and community organisations.
- Fostering community relations through organising and attending events such as open days.
- Encourage the recruitment of radio volunteers.
- Help create promotional material, coordinate the fundraising Committee and liaise with the Finance and Budget and S&V committee.
- Exploit our Outside Broadcasting potential with regard to Traded Income and own-brand awareness.
- Undertake to work the non-social hours involved using 'time-in-lieu'.
- Assist in the effective operation of the station.
- Report to, liaise with and accept direction from Station Manager.
- Observe the conditions of your contract.

While all members of staff have individual job descriptions they are required to collaborate with all other staff. S/he may be expected to work in different locations and to undertake other duties from time to time including occasional weekend work.

**Claremorris Community Radio CLG, Chapel Court, Chapel Lane, Claremorris, Co. Mayo F12 D535**

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Claremorris Community Radio is a Company Limited by Guarantee – Tax Ref No: 9678775B, CRO: 388562, RCN: 20166311 -  
Board: Pat Keane(Chair), Michael McLoughlin, Peter McCallig, Dolores Keaveney, John Farragher, Anni Wilton-Jones (UK), Anthony McNicholas

**Essential:**

- Driving Licence : Full: A
- Minimum Experience Required (Years) : **1 Years of Sales and marketing managers Experience**
- Minimum Qualification : **Level 5 (incl Leaving Certificate/ Leaving Certificate Applied/ Leaving Certificate Vocational Programme)**