

## Headline Media Education & Policy Officer

### CONDITIONS

**Reporting:** The post holder will report to the Headline Programme Leader

**Contract:** Fixed term 12-month contract (maternity leave cover)

**Hours:** 21 hours per week

**Location:** Maynooth, Co Kildare (some travel may be required)

**Salary:** €16,525 (for 21 hours per week)

### About Headline

Headline is Ireland's national programme for responsible reporting and representation of mental illness and suicide. Headline is coordinated by Shine. Headline's primary functions are:

- To support Irish media in their work of covering difficult, and sometimes traumatic content;
- To provide training, and educational supports to the next generation of media professionals through university lectures and workshops;
- To create an evidence base through monitoring, data gathering, and research for the improvement of mental illness representations in Irish media;
- To facilitate the public in addressing cases of irresponsible, or harmful reporting.

### About Shine

Shine's vision is of an Ireland where all those affected by mental ill health have the right to recovery and the opportunity to achieve the best quality of life. Our mission is to promote individual and family recovery.

### Purpose of the Role:

The primary purpose of the role will be to work with the Programme Leader to develop and deliver a dynamic media education package to media students around Ireland. In addition, the Media Education and Policy Officer will contribute to building policy in line with relevant and emerging research in the field of media and mental health.

The Media Education and Policy Officer will be a dynamic and energetic media professional who has a passion for positive change. They will have a working knowledge of the mental ill health landscape in Ireland and the communication, language and representation challenges it faces. They will be curious by nature and an excellent communicator. They will have experience engaging with diverse audiences.

### Duties and Responsibilities

- Manage the Media Student Education function within Headline
- Develop relationships with relevant third level institutes nationwide

- Deliver workshops and training to target groups within the media education sector
- Work collaboratively with key centres of excellence to develop Headline Learning
- Work with stakeholders across the media and mental health industries to develop policy that best improves mental health representations in Irish media
- Coordinate an annual student media and mental health campaign/awards
- Represent Headline Learning at external events and exhibitions as required.
- Preparing reports, press releases and content to promote the work of Headline.

### **Skills & Personal Characteristics**

- Excellent communication, interpersonal and organisational skills
- Ability to use a variety of learning tools in a classroom setting
- Excellent presentation skills and experienced public speaker
- Someone of a resilient nature required as daily content reviewed by Headline can be triggering for some.
- Experienced report writer with excellent written and oral communication skills
- Skilled in building relationships with both internal and external stakeholders and in working collaboratively.
- Be enthusiastic about the nuances of language and framing.
- Highly motivated self-starter capable of taking the initiative while also working well within a small team.
- Proficient in IT and social media.

### **Essential Requirements**

- Third level qualification in Journalism or Media related field, or relevant experience
- Interest in development of the media industry and improved work practices.
- Interest in Mental Health and Suicide Prevention.
- Full Driver's licence and use of own car.

### **APPLICATION PROCESS**

Application is by official Shine Application form **ONLY**. Curriculum Vitae (C.V.'s) will not be accepted. Send your completed Application Form in Microsoft Word or PDF format to [recruit@shine.ie](mailto:recruit@shine.ie).

In the subject field please enter **Headline**

**Application Deadline:** 5pm on Friday 24th January 2020

**Conditions of Appointment:** All offers of posts are subject to completion of HSELand Children First E-learning programme **prior to** commencement of employment.

NOTE: Due to the anticipated large number of applicants, we will not be able to reply to unsuccessful candidates. We thank you for your interest and appreciate the time and effort you have taken to apply for the post on offer.