



Shine

Supporting people affected
by mental ill health



HEADLINE

*Supporting media,
changing attitudes*

Headline Programme Officer

Job and Person Specification

CONDITIONS

- Reporting:** The post holder will report to the Headline Team Leader
- Contract:** Fixed term, 12 month contract
- Hours:** 35 hours per week
- Location:** Head office is in Maynooth, Co Kildare so meetings will be required there from time to time but there is flexibility for remote working.
- Salary:** €32,378 per annum

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.

About Headline

Headline is Ireland's national programme for responsible reporting and representation of mental illness and suicide. Its 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.

Purpose of the Role:

The primary purpose of this role will be to monitor reporting of suicide and mental ill health in both broadcast and online media. In addition, the Programme Officer will work with the Headline Team Leader across many core services, including the annual Mental Health Media Awards.

The Programme Officer will be a dynamic, resourceful, energetic, resilient and creative professional who has a passion for positive change. They will be curious by nature with excellent attention to detail and solution-oriented. They will have a good understanding of both Ireland's media landscape *and* mental health sectors, or have an excellent understanding of either media *or* mental health sectors.

Duties and Responsibilities:

Media monitoring

- Work with other Programme Officers as a team to monitor reporting of suicide and mental ill health in both broadcast and online media
- Analyse media monitoring data for trends relating to media coverage and representation of mental ill health and suicide and develop thematic content analysis reports and guidance
- Identify and report on emerging trends and incidents in a timely manner

Programme Support

- Work with the Headline Team Leader in the management and administration of the annual Mental Health Media Awards and other communications tasks.
- Provide editorial support to Headline team as needed on all publications, public responses and policy positions
- Work with the Headline Team Leader to develop and deliver Headline's quarterly newsletters and annual reports
- Assist in the preparation of press releases and content to develop and promote the work of Headline
- Support all Headline programme functions

Essential requirements

- Fluency in English language
- Professional proficiency of Microsoft Office software
- Excellent communications skills for multiple audiences
- Time management
- Resilience
- Third level qualification in media-related field, research or policy.

Desirable previous experience

- Previous experience as a content moderator, or experience in news media, public policy or media academia
- 2-3 years working in a similar role

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.

In the subject field please enter **Headline PO**

Application Deadline: 12 noon on Wednesday 5th May 2021

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.