



About Men’s Aid Ireland

Men’s Aid is the only dedicated national not for profit service supporting men and their families experiencing Domestic Violence in Ireland. Established back in 1997, we provide practical information and support for male victims about safety orders, protection orders, barring orders, family law courts, custody, legal information, court accompaniment in Dolphin House, counselling by qualified psychotherapists, outreach clinics across Meath, Louth, Monaghan and Cavan, and training on domestic abuse and coercive control for professionals.

We also advocate for more support services for victims, lobby for fairer treatment in family law court, and raise awareness and education about the epidemic.

We know from research that **1 in 7 men across Ireland will experience domestic abuse** in their lifetime.

Men’s Aid recently completed an exciting strategic transformation with a new name and brand along with implementing new marketing, communications and fundraising strategies. We have ambitious growth plans nationally. Our new voluntary Board have endorsed our innovative new plans. A key pillar of our new strategy is income generation, and the role of CEO will play a significant leading role in helping Men’s Aid Ireland achieve its income targets.

Overview of the role

As CEO you will report to The Board and be responsible for overseeing the day-to-day operations, marketing and fundraising management of the organisation. Building on the strategic plans in place, you will lead the dedicated team in building strong networks primarily across county Meath, Louth, Cavan and Monaghan and nationally given our Helpline supports every county.

Working alongside Gardaí, local and national politicians, county partnership groups, charity organisations, media, local and national corporates and businesses, develop awareness and fundraising opportunities.

We seek an enthusiastic and innovative fundraising and marketing leader who has experience of creating and delivering innovative plans for income generation and who will empower the fundraising and marketing teams to achieve ambitious fundraising, philanthropy and marketing programmes. Experience within the Domestic Violence sector would be advantageous.

Main Objectives

- Deliver and develop the new marketing, fundraising and communications strategies
- Forge alliances within the Domestic Violence sector
- Collaborate with other key services such as Gardaí, Politicians, academics, support services
- Manage financial budgets
- Report to The Board
- Lead a small team who have extensive expertise in domestic abuse
- To deliver in this role you will require an extensive track record of developing and implementing strategic plans to achieve income growth across sustainable fundraising channels to generate funds.
- Be the spokesperson for the organisation and be confident delivering important messaging to media and the public.



Core responsibilities – not exhaustive

- You will develop the support services of Men's Aid Ireland with professionalism and positivity, and nurture relationships with fellow NGO's working in the area of domestic violence.
- You will network across Meath, Louth, Monaghan and Cavan with key relationships such as Gardaí, local & national political parties, community groups, and local businesses.
- Responsible for increasing awareness, understanding, interest and engagement amongst the charity's key segments, through the development and implementation of the communication strategy.
- Manage the content strategy and grow our audience across all social media channels.
- Engage with members of the media, be comfortable to speak to tv, radio, print journalists and influencers.
- Be responsible for delivering the new fundraising strategy.
- Ensure the organisation is run at the highest of standards in terms of transparency and Governance.

Required skills for this role

- Proven experience successfully leading a team at senior executive level, preferably NGO. Min 5 years.
- Strong leader but also awareness of the sensitive nature of domestic abuse
- A Marketing and/or Fundraising qualification (or related field – Comm's, Digital, Branding)
- Candidate should have relevant experience in NGO / Marketing
- Social Media experience essential
- Excellent communication skills
- Passionate about changing attitudes in society about domestic abuse
- Enjoy a varied remit
- Confident to build new relationships,
- You will be a networker and relationship builder, and eager to build the organisation's brand across the island of Ireland. You will enjoy peer relationships across the domestic abuse arena and work in a collaborative way.

If you are positive, engaging and have a strong work ethic this could be the new opportunity for you.

How to apply:

Interested candidates please submit your CV with cover letter to Amanda Comey at Men's Aid Ireland, amandac@mensaid.ie

Deadline for applications is **5pm Wednesday 16th September**

Men's Aid Ireland is an equal opportunities employer