



DOGS TRUST IRELAND - COMMUNICATIONS

Job Title:	Strategic Communications Manager
Reporting to:	Head of Communications
Location:	Dogs Trust Ireland – Dublin Office with hybrid working

Job Purpose

The Strategic Communications Manager leads the planning, coordination and delivery of priority strategic communications programmes arising from Dogs Trust Ireland's organisational objectives.

This role provides dedicated in-house capacity for complex, cross-organisational communications programmes that sit beyond day-to-day communications activity, ensuring they are delivered in a structured, aligned and measurable way.

Working under the direction of the Head of Communications, who sets the overall communications strategy and organisational priorities, the post-holder translates these strategic priorities into clear, deliverable programmes. The role supports the implementation of improved ways of working and strengthens the organisation's ability to deliver high-impact communications at scale.

The role plays a key part in delivering a step change in how communications are planned, coordinated and evaluated across the organisation, supporting the transition to a more integrated, insight-led and strategically aligned approach. The role works in close partnership with the Communications and PR Manager, with a clear distinction between strategic programme delivery and day-to-day communications operations.

Overview of the Department/Team

Dogs Trust has been working in Ireland since 2005 and believes every dog deserves to live a full, safe and happy life. We won't rest until we make Ireland a safe and happy place for dogs, so we never have to let any dog down. Through our national responsible dog ownership campaigns, training and engagement programmes, advocacy and welfare work, we are here for all dogs and the people who love them.

The Communications team is responsible for building awareness, understanding and trust in Dogs Trust Ireland among the public, supporters, partners and key stakeholders. The team delivers integrated communications across PR, media, digital, brand and internal channels, supporting organisational priorities including behaviour change, fundraising, advocacy and stakeholder engagement.

Alongside business-as-usual communications delivery, the team is responsible for a growing portfolio of strategic, cross-organisational initiatives linked to brand development, strategic communications planning, insight and effectiveness, and organisational alignment. This role has been created to lead the delivery of that portfolio and strengthen in-house strategic communications capability.

Key areas of accountability
Lead the end-to-end planning and delivery of priority strategic communications programmes and projects aligned to the organisation's OKR (Objectives and Key Results) framework. Translate organisational objectives into structured communications programmes with clear workplans, milestones, dependencies and measurable outcomes, ensuring delivery is consistent, timely and aligned with wider organisational priorities. Drive measurable progress against OKRs and contribute to a step change in how communications supports organisational impact.
Coordinate defined cross-organisational communications programmes, ensuring alignment between Communications, Fundraising, Operations, Training and Engagement and other teams. Establish clear planning approaches, roles and responsibilities, and decision-making processes to support integrated delivery and reduce duplication across the organisation.
Contribute to the development and lead the implementation of communications planning approaches that connect organisational priorities to audience insight, messaging and channel strategy. Oversee strategic communications plans for priority programmes, ensuring activity is appropriately prioritised, sequenced and aligned.
Support the delivery of Dogs Trust Ireland's brand strategy through defined strategic projects, including brand positioning, messaging frameworks and "one voice" guidance. Support the embedding of consistent application of brand across the organisation through practical tools, training and collaboration with teams.
Lead the implementation and application of reporting, dashboards and evaluation frameworks across strategic communications programmes. Use data and insight to track progress against objectives, support decision-making and drive continuous improvement. Support the development of a more data-driven communications culture, where insight informs planning, prioritisation and optimisation.
Support the design and lead the implementation of improved communications systems, workflows and ways of working across priority areas. This includes embedding more consistent and scalable approaches that improve coordination, increase efficiency and enhance the overall effectiveness of communications across the organisation.
Lead the transition of strategic communications delivery from external consultancy support to in-house capability, ensuring knowledge is retained, documented and embedded within the organisation.
Any other reasonable duties.

Person Specification
<i>Essential skills, qualifications, experience, and attributes</i>
Educated to degree level or equivalent professional experience
Significant experience of leading complex communications, brand or organisational projects involving multiple stakeholders
Strong strategic planning capability, with the ability to translate organisational objectives into clear, deliverable programmes
Proven ability to influence, coordinate and deliver outcomes across teams without direct line management responsibility
Experience of implementing processes, workflows or operating approaches to support more effective communications delivery
Strong analytical and evaluation skills, with experience using data and insight to inform decision-making and improve performance
Excellent written and verbal communication skills, with the ability to produce clear, high-quality plans, reports and guidance

Highly organised with strong project management skills and the ability to manage multiple priorities, timelines and dependencies
Commitment to the aims and objectives of Dogs Trust.
<i>Desirable skills, qualifications, experience, and attributes</i>
Experience of delivering brand development or repositioning projects
Experience of organisational change initiatives
Experience working in a charity, not-for-profit or values-led organisation
Experience of advocacy, public affairs or policy-related communications
Experience of developing dashboards or performance frameworks linking communications to organisational impact
Experience managing external agencies, consultants or specialist suppliers
Knowledge of the Irish media, charity or public policy landscape
Full clean driving licence

Our values and behaviours
The culture at Dogs Trust is based on our values and behaviours which underpin everything that we do.
We dream big
Thinking boldly – We channel our passion and commitment to be open to new ideas and possibilities, and to be brave enough to generate and try out new ways of working.
Embracing change – We have the courage, imagination and flexibility to focus on what really matters and adapt as needed to turn our dreams into reality.
We're on the ball
Staying curious – We pay attention to what's going on around us and remain open-minded. We learn from others and consider different angles and perspectives.
Focusing on impact – We are passionate about the difference we make. We use our knowledge and experience to plan our work, solve problems effectively and achieve what we set out to do.
We make things happen
Being proactive – We have a positive, can-do attitude. We actively build strong relationships with others to solve problems and create opportunities.
Working together – We are collaborative and inclusive. We create relationships based on kindness, trust and respect to bring out the best in ourselves and others.

Additional information
Requirement for travel and occasional overnight stays as well as on-call rota
Last revised: 1/04/2026

Communications Department Team Structure

