



Public Engagement and Communications Manager

As an organisation we are investing in this new role...

This is an exciting opportunity for an experienced public affairs, PR and communication specialist to join our fast-paced Communications & Engagement department as our Public Engagement and Communications Manager.

This is a newly scoped role and an exciting opportunity to really make it your own!

Working closely with the senior team you will lead on the development and execution of Nexus PR & stakeholder management strategies, managing our external narrative and reputation, through a variety of channels. Advising the senior team on all matters relating to PR and public affairs, including stakeholder management, media relations and crisis communications.

You will lead the effective management of key public affairs relationships and will be an active voice for our clients, you will be confident and capable to affect real change in our sector and be part of influencing society, through your campaigning and lobbying experience.

In addition, you will lead a team comprising of a Communications and Engagement Officer and a Digital Content Officer, ensuring alignment of messaging across all internal and external communication channels.

Job Information

Job Title: Public Engagement and Communications Manager

Reports To: CEO

Salary: £38,626 - £44,711

Contract: Permanent - 37 hours

Hybrid working: 3 days office/ 2 days from home

Benefits: 22 days annual leave & 13 bank holidays

Pension auto-enrolment after 3 months with Company contribution of 7.5% with 2 years continuous service.



About Nexus

Nexus is a Northern Ireland wide charity and 2024 marked 40 years of providing services in supporting victims and survivors of sexual abuse and abusive relationships.

Every year in Northern Ireland there are thousands of sexual offences reported to PSNI, and thousands more that go unreported. Without specialist support like ours, victims of these crimes will find it even harder to deal with the trauma they experience. The impact of this trauma can be devastating and is lifelong.

We deliver a range of bespoke and specialised supports and services including:

- Trauma informed counselling to those affected by sexual assault and trauma from age 8
- Post counselling support and follow-up
- A UK wide 24 hour Domestic and Sexual Abuse Helpline, which is funded by the Department of Health, Department of Justice, and the Department for Communities in Northern Ireland
- Education and Training initiatives delivered to a breadth of organisations, professionals, parents, schools and young people on topics such as consent, child sexual exploitation, handling disclosures and healthy relationships.

Our most recent strategic plan (2023- 2026), latest reports, policies and research can be viewed here: [About - Nexus NI](#)

We use lived experience, professional expertise and research to improve the development of relevant policy, practice and service commissioning. We stimulate debate so our society becomes more informed and confident in speaking out and challenging sexual abuse and abusive relationships to break the cycle.

Our people are vital to the success of the organisation, they are a dedicated and professional group of individuals who uphold our values through the delivery of specialist, quality driven and sustainable services.

Job Purpose

Our Public Engagement and Communications Manager is a strategic leadership role responsible for developing and executing comprehensive public relations and public affairs strategies to share and promote the organisation's work related to our mission to enable positive change for those impacted by sexual abuse and abusive relationships.



Your work will contribute significantly to supporting and informing society to enable us to achieve our strategic objectives; to challenge attitudes, beliefs and behaviours to enhance society's understanding of sexual abuse and abusive relationships.

You will be a trusted advisor to senior leadership on public relations and affairs matters, ensuring positive relationships with key stakeholders, including the press, government officials, and the public to support the delivery of our strategic objectives and be an active voice for change in our sector.

This is a broad role that will see you balancing your time across, internal and external stakeholder engagement, operational planning, media monitoring, content creation and execution, and reporting.

One of the great things about this role is the variety of the work, no two days are the same and you will have a real opportunity to make a positive impact for both our clients and the organisation.

Are you the person for this role?

We're looking for a highly motivated, creative, and impactful PR and Public Affairs professional who has a genuine appetite for news, reputational management, and strategic storytelling and stakeholder management.

You will be a self-starter, be a stickler for detail, excel in building and nurturing strong relationships, adept at spinning plates and juggling multiple priorities and experience in a similar in-house role is essential.

Key Responsibilities

- **Strategic Public Relations and Affairs Leadership**
 - Develop and implement strategic public relations and public affairs plans to support organisational goals.
 - Provide expert advice and guidance to senior leadership on public relations and affairs matters.
 - Monitor and analyse public opinion, media coverage, and government policies to identify potential opportunities and risks.
 - Build and maintain strong relationships with key stakeholders, including media, government officials, industry associations, and community groups.

- **Team Management and Leadership**
 - Lead and manage the Communications and Engagement Officer and the Digital Content Officer, providing guidance, leadership, and optimise the performance of the team.
 - Ensure consistent and aligned messaging across all communication platforms, including social media, intranet, press releases, and government communications.
 - Deliver a collaborative and high-performing team environment.
 - Oversee the quality and consistency of all created content.
- **External Communications and Engagement**
 - Develop and execute effective media relations strategies, including press releases, media briefings, and interviews.
 - Manage and respond to media inquiries in a timely and professional manner.
 - Develop and maintain relationships with key media outlets and journalists.
 - Oversee government relations and ensure that the organisation is in compliance with all relevant laws and regulations.
- **Internal Communications and Engagement**
 - In partnership with the Head of People & Organisational Development implement internal communication strategies to enhance employee engagement and understanding of organisational goals.
 - Manage the organisation's intranet and other internal communication channels.
 - Ensure consistent and effective communication of key messages to employees.
 - Facilitate internal communication flow and ensure transparency.
- **Digital Content Management**
 - Oversee the development and management of digital content across all platforms, including social media and our website.
 - Ensure consistent branding and messaging across all digital channels.
 - Monitor and analyse digital content performance and provide recommendations for improvement.
- **Crisis Communications**
 - Develop and maintain a crisis communication plan.
 - Serve as a key spokesperson during crisis situations.
 - Manage and mitigate reputational risks.

And what would make you stand out from the crowd?

Essential criteria

To be successful you will have:

- A degree, or equivalent, in public relations, communications, journalism, political science, or a related field.
- Be a Member of Chartered Institute of Public Relations (CIPR)/ the Public Relations and Communications Association (PRCA).
- Have 5 years proven experience in public relations, public affairs, and communications, preferably in a leadership role.
- Knowledge and experience of leading on PR and public affairs in a similar, in-house role.
- A strong communicator, with excellent written skills, with attention for detail.
- Demonstrated experience in managing and leading a team.
- Strong understanding of media relations, government relations, and stakeholder engagement.
- Demonstratable experience of having excellent written and verbal communication skills.
- Strong demonstratable understanding of digital communication and social media platforms.
- Proven ability to think strategically and develop creative solutions.
- Excellent interpersonal and relationship-building skills.
- Ability to work under pressure and meet tight deadlines.
- Experience in crisis communications management.
- Knowledge of relevant laws and regulations related to public relations and affairs.

Desirable criteria

- Experience of working in the charity/ voluntary sector.
- An understanding of the impact sexual abuse and abusive relationships may have on society.



This is a fantastic opportunity to join a busy and supportive team where your creativity and ideas will be encouraged and nurtured. If you feel this could be the right role for you, we would love to hear from you!

What do I have to do to apply?

Simply submit a cover letter and CV outlining your experience in line with the essential and desirable criteria to recruitment@nexusni.org