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**Communications Officer**  
Agricultural Research

04 December 2024

Dear Applicant,

**Ref: Communications Officer – Information and Application Pack**

Thank you for your interest in the position of Communications Officer/Manager at AgriSearch. The information pack includes the following documents which you should refer to when completing your application:

- Job description
- Person specification
- Application form.

Completed forms should be submitted by **5pm on Monday 6<sup>th</sup> January 2025.**

Interviews will be held on 15<sup>th</sup> to 17<sup>th</sup> of January in the Greater Belfast area.

May I take this opportunity to thank you for your interest in this role at AgriSearch. We look forward to receiving your application.

Yours faithfully,  
Sean Kane

## **Communications Officer – Job Description**

### **The Company**

The Northern Ireland Agricultural Research and Development Council (T/A AgriSearch), is a charitable organisation whose vision is to drive profitability and sustainability in ruminant livestock farming through science, research and innovation. This is done by applying our knowledge, network and capabilities and working in partnership with others to turn scientific possibilities into sound farm practice.

### **Purpose of the Role**

We are seeking a dynamic and experienced Communications Specialist to join our team. The ideal candidate will be responsible for developing and executing communication strategies that promote AgriSearch's projects, findings, and initiatives and increase the adoption of new technologies and practices on farm. This role requires a creative thinker with excellent writing skills, a strong understanding of digital media, and the ability to engage diverse audiences.

### **Reporting to the Operations Manager the Farm Liaison Officers will have responsibility for:**

- Communication and knowledge exchange Strategy Development
- Develop and implement comprehensive communication plans that align with AgriSearch's goals and objectives.
- Identify target audiences and tailor messages accordingly.
- Content Creation and Management:
- Create, edit, and manage content for various platforms including the website, social media, newsletters, press releases, and reports.
- Collaborate with researchers and staff to translate complex technical information into accessible and engaging content.
- Media Relations:
- Build and maintain relationships with journalists, bloggers, and media outlets.
- Draft and distribute press releases and respond to media inquiries.
- Social Media Management:
- Manage and grow AgriSearch's social media presence across platforms such as LinkedIn, X, Facebook, and Instagram.
- Monitor social media trends and analytics to optimize engagement and reach.

**Person Specification:**

**Essential:**

- Tertiary level qualification in Communications, Public Relations, Journalism, Marketing, or a related field.
- At least three years of experience in a communications role.
- Excellent writing, editing, and proofreading skills.
- Proficiency in digital media tools and content management systems.
- Strong organisational and project management skills.
- Ability to work independently and as part of a team.

**Desirable:**

- Experience of working within the agri-food or research sector
- Familiarity with agricultural issues and terminology

**Hours of work:** 22.5 hours per week

**Based at:** Hillsborough

**Salary:** Based on experience

**Contact Term:** Three years (Option to renew or extended subject to performance and business need at the discretion of AgriSearch).