

<b>Job Title</b>	<b>Social Media Marketer</b>
<b>Version</b>	<b>1.0</b>
<b>Date</b>	<b>08.01.17</b>
<b>Manager</b>	<b>Digital Manager</b>

The Irish Heart Foundation (IHF) is the national charity dedicated to fighting heart disease and stroke. Today in Ireland more people die from heart and stroke-related illnesses than from cancer, road deaths and suicide combined. Against this background we work to bring hope, relief and a better future to families all over Ireland. We give vital patient support through our Heart & Stroke helpline and we provide high quality public information for all.

We support pioneering medical research, campaign for improved patient care, and promote positive public health strategies. We work in hospitals, schools and workplaces to support, educate and train people to save lives. As a charity we are dependent on the generosity of the public to continue our vital good work. We ask the public to support our work by making a donation, giving of their time to volunteer or by learning the skills needed to save a life through our courses.

### **Key Responsibilities**

- Develop and grow the Irish Heart Foundation's social footprint in line with our core purpose and brand strategy.
- Working closely with in house departments, create a content editorial calendar to manage social media content and plan specific, timely marketing campaigns
- Generate, publish, interact and share daily content across all social media platforms (Facebook, Twitter, Instagram, Snapchat Youtube and LinkedIn) to drive strategy, growth of channels and engagement of followers.
- Attend events to capture photos / video / shoot Facebook Live
- Use tools such as Adobe Photoshop and Premiere Pro to deliver an engaging end result
- Continuously improve your social media strategy by capturing and analysing the social data/metrics, insights and best practices
- Report weekly on social media activity to measure success and plan future activity
- Optimise, forecast and manage the social media budget.
- Monitor and research social media trends and emerging platforms, tools and channels.

### **Skills and Experience Required**

- A minimum third level qualification in a relevant media/PR discipline
- Minimum of 2 years' experience, producing video and managing social media accounts

- An interest in and a passion for the mission and work of the Irish Heart Foundation
- Self-starter excited by the potential of working in a small, dynamic and growing team
- Excellent communication skills
- Creative thinker with impeccable copy writing skills.
- Proficient in Adobe Photoshop & Premier Pro
- Ability to plan and manage competing deadlines and priorities
- Strong analytical skills

The Irish Heart Foundation is an equal opportunities employer

The Irish Heart Foundation has a no smoking policy. Employees are not permitted to smoke whilst undertaking any duties on behalf of the Foundation.

If you would like to be considered for this role please send a cover letter and your CV to the HR Department – [hr@irishheart.ie](mailto:hr@irishheart.ie)

Due to the high volume of applications we receive we will only contact successful applicants. Thank you for your interest in the Irish Heart Foundation.