



**IRISH HEART  
FOUNDATION**  
Fighting Heart Disease & Stroke

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.

**Job Title:** Marketing & Communications Executive  
**Reporting to:** Commercial Director  
**Location:** IHF Head Office  
**Working hours:** 37 hours per week  
**Contract:** 12 month Fixed Term  
**Salary:** DOE

**OVERALL RESPONSIBILITY:**

*We are seeking to appoint a Marketing and Communications Executive to join our energetic marketing, fundraising and communications team. This role offers an exciting opportunity to make your mark in a leading national charity and contribute positively to growing the charity's brand. The role offers great variety and a broad exposure to a diverse range of campaigns and audiences. Through good organisation, ideas and delivery, you will play a vital role in generating awareness of key messages to benefit the health of the nation. This role is an integral part of the Foundation and we're looking for a candidate who shares an interest in our goals, has a passion for delivering good content with a user focus and thrives on finding the best communications solutions.*

**MAIN DUTIES:**

- Act as the sole point of contact for each Department within the Foundation on Communications and PR queries.
- Work collaboratively with the National Campaign team to ensure successful outcomes for campaign delivery and to drive the Foundation's brand both internally and externally.
- Work collaboratively with all IHF teams to deliver the best communications solutions to meet campaign objectives and deliver measurable impact.
- Responsible for the delivery of IHF public relations activity to secure media coverage, handle media liaison and develop media relationships both nationally and regionally
- Take ownership of writing and distributing press releases for the Foundation



- Event management support and delivery including photocalls, media briefings, sourcing props and venues
- Relationship management support with key ambassadors, case studies and with key spokespersons
- Marketing materials creation including proofing, branding, editing and printing
- Content creation and idea generation to support new and existing campaigns
- Contact management on database and mailing list preparation
- General administration (purchase orders, PowerPoint preparation, media evaluation reports)
- Attend IHF team meetings and undertake appropriate staff development and training opportunities as agreed with the line manager.
- Digital content support as required
- The successful candidate is expected to be flexible in this role and carry out other duties that may be assigned to him/her from time to time.

#### **PERSON SPECIFICATION**

- A minimum third level qualification in a business-related discipline
- At least 5 years' experience in a similar role
- Excellent copywriting and communication skills
- Excellent organisational, relationship-building & project management skills
- Ability to set and achieve targets
- Self-motivated with the ability to work independently
- Excellent communication skills and a proven ability to deliver on KPI's
- Strong experience working with the Microsoft Office Suite
- Ability to work calmly as part of a small team in a busy organisation
- Commitment and flexibility required
- Good understanding of social media and other digital channels
- Ability to represent the Irish Heart in a professional manner at all times

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