

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 and Communications Officer
Reporting to: Marketing and Communications Manager
Location: Irish Heart Foundation Head Office (17-19 Rathmines Road Lower, Dublin 6)
Working hours: 37 hours per week
Contract: Permanent
Salary: DOE

OVERALL RESPONSIBILITY:

Reporting to the Marketing and Communications Manager, the Marketing and Communications Officer will play a key role within the marketing and communications team in building the Irish Heart Foundation brand, raising the organisation's profile and increasing awareness and understanding of our work.

The Marketing and Communications Officer will work closely with all teams across the organisation to develop and implement communications, marketing and PR plans for the organisation's programme of work and campaigns.

MAIN DUTIES:

- Implement the Irish Heart Foundation's communications strategy, in consultation with the Marketing and Communications Manager.
- Work collaboratively with all IHF teams, including fundraising, advocacy, digital and health promotion, to develop and deliver communications, PR and marketing plans for the organisation's work programme and campaigns.
- Deliver specific projects including the development and production of communication tools, the coordination of launches and events, and development of PR programmes and campaigns.
- Play a key role in the press office team, writing media materials, responding to media queries and developing relationships with members of the media.

- Event management support and delivery for photocalls, media briefings, conferences, etc.
- Support the Marketing and Communications Manager in managing relationships with Irish Heart Foundation ambassadors and supporters.
- Work collaboratively with all IHF teams to source and develop case studies for the Irish Heart Foundation's communications.
- Oversee proofing, branding, editing and printing of communications and marketing materials.
- Content creation and idea generation to support new and existing campaigns.
- Carry out media evaluation and reporting daily and on specific campaigns.
- Ensure the Irish Heart Foundation brand is appropriately and consistently represented across communications materials.
- Attend IHF team meetings and undertake appropriate staff development and training opportunities as agreed with the line manager.
- 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 related discipline.
- At least three years' experience in a communications, PR or marketing role, either in-house or in an agency.
- Excellent copywriting and communication skills with a proven ability to produce quality editorial copy, press releases, information materials and other publications.
- Excellent organisational, time management and project management skills.
- Self-starter excited by the potential of working in a small, dynamic and growing team.
- Ability to set and achieve targets with a proven ability to deliver on KPI's.
- Self-motivated with the ability to work independently.
- 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 Foundation 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.

If you would like to be considered for this role please send a copy of your CV and cover letter to the HR Department – hr@irishheart.ie. Closing date: Thursday 2nd August 2018

The Irish Heart Foundation is an equal opportunities employer.