

Job Title	Senior Digital Marketing and Communications Officer
Manager	Senior Marketing, Communications and Digital Manager

The Irish Heart Foundation is a community of people who fight to protect the cardiovascular health of everyone in Ireland. Together we are working to eliminate preventable death and disability from heart disease and stroke, and to support and care for those living with these life-changing conditions. We work to achieve this by:

- Caring for and speaking out for people in the community living with heart conditions and stroke, and their families
- Innovating and leading in health promotion and prevention to change health behaviours and reduce cardiovascular risk
- Building a nation of lifesavers through CPR training
- Campaigning and advocating for policies that support people to live healthier lives.

The Role

The Senior Digital Marketing and Communications Officer works as part of the Marketing and Communications Team to coordinate and lead digital marketing projects and campaigns in support of the Irish Heart Foundation's work and strategy.

This is an exciting role for someone who is passionate about the mission and work of the Irish Heart Foundation and creating quality digital content and strategies with a keen eye for detail, analytics and measurement.

Key Responsibilities

- Develop a steady stream of engaging and sharable content for all Irish Heart Foundation channels.
- Plan and coordinate a schedule of activity across Irish Heart Foundation social media channels (Facebook, Twitter, Instagram, LinkedIn, etc.) and other digital platforms to expand our digital audience.
- Coordinate and lead digital marketing projects and campaigns to support the Irish Heart Foundation's work and strategy, working alongside external agencies and suppliers and ensuring projects are delivered to agreed deadlines and to a high standard.
- Work collaboratively with all Irish Heart Foundation teams, including fundraising, advocacy, patient support and health promotion, to devise and manage digital marketing and communication strategies – incorporating social media and other digital advertising channels – that expand the online reach and impact of programmes and initiatives.
- Working as part of the internal Web Group and in collaboration with our external web agency, help colleagues across the organisation identify and refine their web

needs and ensure that in all web development the user experience is paramount and performance is measured against clear KPIs.

- Provide advice and options to colleagues and key stakeholders on digital marketing techniques and solutions.
- Oversee digital supporter journeys to increase engagement and help build and maintain long-term relationships with our supporters.
- Together with colleagues, drive a data-informed and evidence-based culture of testing and reporting throughout the organisation. Compile reports on projects and campaigns assessing performance against measurable objectives and targets and, where appropriate, make recommendations for future work.
- Work towards clear and measurable KPIs across all digital projects.
- Keep up to date with and upskill on the latest trends and best practices in digital marketing, fundraising, analytics and measurement.
- Optimise, forecast and manage the social media budget.
- Deal with ad-hoc requests from colleagues for digital content.
- Manage relationships with external stakeholders and collaborators.
- Seek out creative opportunities to strategically develop the Irish Heart Foundation's brand.
- Attend 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 them from time to time.

Skills and Experience Required

- Minimum of four years' experience in a digital marketing, communications or similar role, either in-house or in an agency.
- An interest in and a passion for the mission and work of the Irish Heart Foundation.
- Experience managing website, SEO, email marketing and social media channels and utilising key digital platforms for advertising and analytics, ideally including Facebook Ads, Google Ads, Google Analytics, MailChimp and WordPress.
- Excellent copywriting and communication skills with a proven ability to produce quality content including visuals for digital channels.
- Excellent organisational, time management, communication 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 KPIs.
- Self-motivated with the ability to work independently.
- High level of attention to detail.
- Creative and solutions-focused with an ability to work collaboratively with colleagues to find the best solutions for them.



- Ability to plan and manage competing deadlines and priorities, and work calmly as part of a small team in a busy organisation.
- Commitment and flexibility required.

Details of Role and Application Process

This is a full-time permanent role, Monday to Friday. The role is based in the Irish Heart Foundation's offices in Rathmines, Dublin. Currently staff are working on a hybrid basis, with three days in the office (Monday, Thursday and the third day selected by employees) and two days working from home. The successful candidate will be supported to work on this hybrid basis according to public health guidelines.

The salary scale for this role is €40,000-€45,000.

To apply, please provide an up-to-date CV and cover letter outlining how you suit the role by email to Siobhan Browne at hr@irishheart.ie.

The closing date for this position is 5pm on Monday 11th April 2022.

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.