



|                    |   |
|--------------------|---|
| <b>Job Title:</b>  | <b>Senior Marketing and Digital Officer</b>   |
| <b>Job Status:</b> | <b>Permanent, Full-time</b>   |
| <b>Location:</b>   | <b>Rathmines (Hybrid)</b>   |
| <b>Report to:</b>  | <b>Head of Marketing and Communications/Digital Fundraising and Marketing Manager</b> |

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
- Information provision

We currently have approx. 75 employees and over 100 volunteers working towards the Company's vision of a future where no hearts are broken by preventable heart disease.

### **The Role**

We are looking for a creative marketer to join us in driving exciting and ambitious traditional and digital marketing and communications campaigns. This is an exciting and varied role for a creative self-starter with proven marketing, digital marketing, and social media skills, who has an interest in and a passion for the mission and work of the Irish Heart Foundation and is excited by the potential of working in a small, dynamic team.

Our Marketing and Communications Department is responsible for brand management, media and PR, advertising and marketing campaigns, internal communications, digital communications, web content, and graphic design. Together, we provide marketing and communications support to teams across the organisation.

Reporting to the Head of Marketing and Communications, and working closely with the Digital Fundraising and Marketing Manager, the Senior Marketing and Digital Officer will work closely with team colleagues, the Commercial Director and colleagues from across the wider organisation to ensure all campaigns are unified, on brand and run to a high standard, delivering exceptional results in support of the Irish Heart Foundation's work and strategy.

## **Key Responsibilities**

The duties and responsibilities of this role include, but are not limited to, the following:

- Work closely with the Head of Marketing and Communications in the development and implementation of a Brand Strategy.
- Work with the team in planning, implementing and project managing key marketing and advertising campaigns across offline, digital and social media platforms to ensure that all work drives towards achieving the set objectives and is aligned with the Irish Heart Foundation brand.
- Write and edit copy for advertising, marketing, and communications campaigns.
- Responsible for content creation, lead generation and measurement for website, social (organic and paid) and email marketing, working with the Digital Fundraising and Marketing Manager to achieve organisational goals.
- Working as part of the internal Web Group to help colleagues across the organisation identify and refine their digital marketing needs and ensure the user experience is paramount and performance is measured against clear KPIs.
- Oversee digital supporter journeys to increase engagement and help build and maintain long-term relationships with our supporters.
- Complete in-depth post campaign analysis of all campaigns to learn, grow and improve.
- Present plans, solutions, and results to the wider team with confidence.

## **Qualifications and Experience Essential Criteria**

- Minimum of four years' experience in Marketing, Digital Marketing, and Social Media, either in-house or in an agency, with a demonstrable track record of success in delivering effective, cost-efficient campaigns, both offline and online.

The successful candidate will be able to clearly demonstrate the following:

- Excellent marketing, digital marketing, and social media skills across offline and online digital platforms.
- Strong offline marketing campaign and brand management experience.
- Experience working with all types of Google Ad campaigns (Search, Display, Video), including best practice from creation to end reporting.
- A good working knowledge of Google Analytics and Facebook pixels, Google Tag Manager, and UTMs, among others.
- Strong digital campaign management experience (including social, display, PPC and email) and the ability to effectively analyse social media and digital data.
- Experience working with Adobe Creative Suite and Canva.
- Excellent project management skills with ability to lead projects end to end.
- Excellent written and oral communication skills with an ability to communicate to different target audiences and to produce quality content for offline, online, and social media channels.

- Ability to set and achieve targets with a proven ability to deliver on KPIs.
- Strong relationship management and interpersonal skills and the ability to work well within a team.
- 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.
- 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.

The above is a guide to the nature of the work required. It is not wholly comprehensive or restrictive. This job description will be reviewed in line with business needs.

### **Benefits of working with Irish Heart Foundation:**

Flexible working with our new Hybrid model, our employees will enjoy more flexibility working from home and our office location in Rathmines. The offices are open 5 days however as per our Hybrid Model, you are only required to work 2 days in the office, if preferable.

We provide benefits to help you protect your health and financial security; and give you peace of mind.

- Pension scheme with employer contributions, from day 1 of service
- Life assurance, from day 1 of service
- Income continuance/disability benefit, from day 1 of service
- Paid Maternity leave
- Sick leave policy
- Generous annual leave policy to include company days
- Employee Assistance Programme
- A wonderful office we are proud of with excellent working, kitchen and changing facilities
- Events organised by Social club and Health and Well-being Committee
- Internal and External Training
- Employee Health Checks

We also invest in your career growth with development resources that give you the opportunity to stretch and shine.

### **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. Working under a Hybrid model (2 required days in office (Monday's and Thursday's) but option to work 5 days in office if preferred.

To apply please provide an up-to-date curriculum vitae and cover letter outlining how you suit the post by email to Klara O'Malley, HR Manager.

**Email: [hr@irishheart.ie](mailto:hr@irishheart.ie)**

The closing date for this position is 2<sup>nd</sup> February 2024

**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.**