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| **Job Title:** | **Digital Marketing Executive** |
| **Job Status:** | **Permanent, Full-time** |
| **Location:** | **Rathmines (Hybrid)** |
| **Report to:** | **Digital Fundraising and Marketing 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
* 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 digital marketer to join us in driving marketing campaigns and digital activities for the organisation. This is an exciting and varied role for a creative self- starter with digital marketing, website and social media skills, who has an interest in and a passion for the mission and work of the Irish Heart Foundation.

This role is responsible for the creation and delivery of innovative digital marketing activities to support our fundraising, patient support, health promotion and advocacy campaigns and promote the work of the organisation.

Working with the Digital Fundraising and Marketing Manager as part of the Fundraising Marketing and Communications Department, this role will represent the digital voice of the organisation with responsibilities for the performance of website, social media channels, email marketing and digital advertising.

# Key Responsibilities

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

* Implement and manage social media content (organic and paid) working with the Digital Fundraising and Marketing Manager to achieve organisational goals.
* Digital expertise in SEO, google analytics and Google Ad campaigns (Search, Display, Video) to support and maximise organisational content and digital channels.
* Responsible for content creation, lead generation and measurement for website Irishheart.ie
* Develop digital and communication plans to increase engagement and conversion rates for supporters and information seekers to maximise user experience via website, social, email and other digital marketing channels.
* Working as part of the Digital Team to help colleagues across the organisation identify and refine their digital marketing needs, web and social content, email marketing, digital advertising and measure performance against clear KPIs.
* Research new opportunities and trends to grow and improve digital marketing activities of the Irish Heart Foundation
* Oversee digital supporter journeys to increase engagement and help build and maintain long-term relationships with our supporters.

# Skills and Experience required

* Minimum 2 years’ marketing or professional experience, with experience in

website management or social media and digital marketing campaigns.

* A third level qualification, preferably in Communications / Marketing, with Digital Marketing course content.
* Professional experience of data reporting and analysis including Google Analytics and Facebook pixels, Google Tag Manager, and UTMs, among others.
* Demonstrable experience or solid understanding of how to set up and optimize campaigns to maximise results on Facebook, Mailchimp or other, Google ads and paid search / SEM advertising campaigns
* Excellent interpersonal skills and ability to communicate successfully and sensitively with service users, the public, colleagues, management and outside agencies as required.
* Excellent written and oral communication skills with an ability to communicate to different target audiences and to produce quality digital content.
* Experience working with Adobe Creative Suite and Canva.

# Skills and Experience desired

* Experience using a CRM system to manage customer engagement and marketing
* Track record of sharing and embedding digital best practice, upskilling other staff is desirable
* Supporter-focused, passionate about delivering excellent user experience and cultivating long term relationships with supporters
* Creative and solutions-focused with an ability to work collaboratively with colleagues to find the best solutions for them.

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 (Mondays and Thursdays), 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 Externa 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 31st May 2025

**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.**