



<b>Job Title:</b>	<b>Marketing and Communications Manager – Maternity Cover</b>
<b>Contract:</b>	<b>Full time, Specific Purpose Contract (Approx 12 months)</b>
<b>Location:</b>	<b>Rathmines/Hybrid</b>
<b>Report to:</b>	<b>Director of Marketing and Communications</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. 120 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 and strategic marketing and communications professional to join us in shaping, developing and managing all aspects of its communications and marketing to a diverse range of stakeholders, and to drive exciting and ambitious marketing and PR campaigns.

This is an exciting and varied role for a creative self-starter with strong project management skills, and proven marketing and communications experience, either agency or in-house, 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 media and PR, brand management, advertising and marketing campaigns, internal communications, event management and report publication. Together, we provide marketing and communications advice and support to teams across the organisation.

Reporting to the Director of Marketing and Communications, the Marketing and Communications Manager will work closely with team colleagues, and colleagues from across the wider organisation to help amplify our brand, ensuring 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:

- Support the Director of Marketing and Communications in devising and delivering a marketing and communications strategy to support the organisation in the achievement of its mission.
- Support the Director in developing and implementing a framework to measure and evaluate the impact and effectiveness of the marketing and communications strategy against corporate objectives.
- Manage the day-to-day running of the Marketing and Communications Department to include people management responsibility.
- Devise strategic PR and communications plans to help amplify the work and impact of the Foundation, as well the need for support.
- Provide marketing and communications advice and support to all departments, as and when required.
- Ensure consistency across the Irish Heart Foundation's visual and verbal identity through reviewing and creating materials or merchandise while adhering to the brand guidelines.
- Project manage marketing and communications campaigns, lead inter-divisional project teams, and complete in-depth post campaign analysis to learn, grow and improve, and report on same.
- Manage a PR plan through confirming key topics with departments throughout the year, liaising with media contacts directly, drafting, reviewing and approving press releases, briefing spokespeople, organising photocalls, working with an external PR agency and analysing media coverage.
- Liaise with appropriate external parties and agencies including graphic designers, PR/advertising/creative agencies, celebrity ambassadors, influencers, government departments, and other key stakeholders.
- Source and interview people and patients to share the real-life experiences of living with heart disease or stroke and showcase Irish Heart Foundation supports and services.
- Prepare, design and present reports on behalf of the Marketing and Communications Department.

- Adhere to GDPR rules by managing the recording and storage of permission forms for all real-life stories and patients, celebrities, externals and for images, videos or content used in Irish Heart Foundation materials or in the media.
- Represent the Foundation in external settings, as required.
- Deputise for the Director of Marketing and Communications as required.

### **Skills and experience required**

- Minimum 5 years' marketing and communications experience with a minimum of two years' experience at management level in marketing and communications.
- Demonstrable experience of devising and implementing PR campaigns and offline marketing campaigns.
- Confidence and creativity in bringing new ideas and opportunities to increase awareness and tell the story of the Irish Heart Foundation to key audiences.
- Excellent oral and written communications skills including demonstrable experience in writing, editing, proof-reading and developing content for a diverse range of communications channels.
- Creative and solutions-focused with an ability to work collaboratively with colleagues to find the best solutions for them.
- Proven experience of dealing with multiple demands and competing priorities and meeting tight deadlines.
- Excellent project management skills with ability to lead projects end to end.
- Strong relationship management and interpersonal skills and the ability to work well within a team.
- Excellent presentation skills.

### **The ideal candidate will**

- Be personable and compassionate with strong communications skills.
- Show initiative and be able to work collaboratively as well as independently.
- Have strong judgment and decision-making skills.
- Be able to plan and manage competing deadlines and priorities and work calmly as part of a small team in a busy organisation.
- Be a team player.

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 and to work at events on days outside of the main office days.

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 hybrid model, our employees 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
- CPR Training

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 **Friday 15<sup>th</sup> of August 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.**

Please be advised the IHF retains all candidate data for a period of 12 months after which it is deleted. Should you wish to have your details deleted earlier than this please contact HR directly to request us to do so.

Please find IHF Privacy Policy <https://irishheart.ie/privacy-policy/>

If you have any accommodation needs throughout the recruitment process please contact [HR@irishheart.ie](mailto:HR@irishheart.ie)