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| Job Title: | Digital Marketing Manager |
| Contract: | Full time, Permanent |
| Location: | Rathmines/Hybrid |
| Report to: | Director of Fundraising |

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, innovative and strategic digital professional to join the Irish Heart Foundation as Digital Marketing Manager. The successful candidate will play a key role in helping to shape the Irish Heart Foundation's digital strategy.

This is an exciting opportunity for an experienced digital marketing professional who is ready to take the next step in their career. You'll join a dynamic, mission-driven team and build on a strong foundation of successful digital campaigns. The Digital Marketing Manager will lead on enhancing digital activities, deepening supporter engagement, and delivering impactful content across multiple platforms that support the organisation's mission.

Reporting to the Director of Fundraising the Digital Marketing Manager will lead a team of two direct reports and work collaboratively with colleagues from across the organisation to help increase awareness of our work and achieve targets.

Key responsibilities

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

Digital Strategy & Leadership

- Contribute to the development and execution of a forward-thinking digital strategy aligned with organisational goals.
- Manage and mentor two direct reports, fostering a culture of creativity, collaboration, and continuous learning.
- Collaborate with teams across the organisation to deliver integrated campaigns and share digital best practices.
- Manage supplier relationships.

Digital Marketing & Campaigns

- Oversee all digital marketing channels including:
 - Social Media: Facebook, Instagram, LinkedIn, TikTok, X (Twitter), YouTube
 - Search & Display Advertising: Google Ads, YouTube
 - Email Marketing: Campaign creation, automation, segmentation
 - Content Marketing & Influencer Campaigns
- Support digital fundraising campaigns to achieve income targets.
- Deliver health promotion campaigns with engaging digital strategies.
- Map supporter journeys to optimise engagement and conversion.

Website & Digital Infrastructure

- Responsible for all aspects of website performance and development:
 - Content strategy and UX/UI design
 - SEO, accessibility, and GDPR compliance
 - Cookie management and analytics

Content & Engagement

- Ensure consistent, high-quality content across all digital channels.
- Oversee storytelling, creative assets, video, and multimedia content.
- Maintain brand alignment and accessibility standards.
- Moderation of social media platforms.

Analytics & Performance

- Monitor and report on digital KPIs using tools like Google Analytics, Meta Business Suite, and email platforms.
- Translate data into actionable insights to drive continuous improvement.
- Manage campaign budgets and report on ROAS.

Skills and experience required

- A minimum of 3 years' experience in a similar management role.
- Strong knowledge of digital metrics and performance analysis.
- Hands-on experience with Meta Ads Manager, Google Ads, LinkedIn Ads, TikTok Ads, and email marketing platforms.
- Experience managing websites, content, and supporter journeys.
- Excellent communication and project management skills.
- Demonstrated budget management capabilities.
- Experience with Google Tag Manager, Facebook Pixel, and UTM tracking.
- Knowledge of Adobe Creative Suite and/or Canva.
- Understanding of accessibility standards and GDPR compliance.
- Familiarity with ClickDimensions and Microsoft Dynamics CRM. (Desirable)

The ideal candidate will

- Be personable and compassionate with strong digital knowledge and skills.
- Show initiative and be able to work collaboratively as well as independently.
- Have strong judgment and decision-making skills.
- A natural leader who brings out the best in their team through clear communication, empathy, and guidance.
- 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 focused on helping the Irish Heart Foundation achieve it's mission.

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 (Monday's and Thursday's).

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**

The closing date for this position is **Tuesday 14th of October 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