

## **Age Action Ireland: Communications & Digital Fundraising Officer** **(<https://www.activelink.ie/node/109358>)**



### **Communications and Digital fundraising Officer**

**Reporting to:** Head of Fundraising & Communications

**Working Hours:** 21 hours per week

**Salary:** €37,301- €44,937 depending on experience (pro rata for 21 hours per week €22,380.60 – €26,962.20)

### **About Age Action**

Age Action is Ireland's leading advocacy organisation for older people. Age Action works to ensure that older people's voices are heard at the highest level of Government and that the lived experience of older people informs policy responses to their needs.

### **Values-led**

Our work is driven by an organisation that is professional in its operations and lives out its values of dignity, participation, diversity, social justice, and professionalism.

The successful candidate will be committed to a values-led approach.

### **Purpose of Role:**

Age Action Ireland are now seeking a Communications and Digital Fundraising Officer to join their committed and passionate team. The successful candidate will be responsible for delivering on a new communications strategy, leading out on all communications activities including social media channels, website and online advertising and playing a key role in delivering on the strategic objectives of Age Action across both traditional and digital communications channels.

You will be responsible for setting high standards of work will maintain a culture that is supporter focused, results driven with the ability to create a feeling of enthusiasm and confidence among your colleagues.

As a key strategic post, this position reports to the Head of Fundraising & Communications and will have responsibility for managing communications and digital fundraising.

### **Responsibilities:**

This exciting opportunity will be varied and involve interactions across a range of functions:

- Implement the communications (including digital fundraising) plan for 2024 - 2025
- Managing social media across multiple channels, including content development, scheduling, advertising and fundraising.
- Manage the Age Action website and Positive Ageing Week microsite.
- Design graphics for internal and external brand promotion using Canva.
- Measure and report on the performance of all digital marketing campaigns and paid media and social spends.
- Build meaningful relationships with our supporters, clients, their families, carers and Age Action's network of stakeholders in order to create stories to effectively and respectfully communicate our impact online
- Working with third-party suppliers and contractors including agencies, photographers, videographers etc
- Comply with Age Action's policies and procedures at all times, in particular Data Protection

- Attend meetings and training courses when necessary
- To maintain a flexible approach to all aspects of the job and undertake any other roles or responsibilities that may be reasonably required including events and activities within the Fundraising and Communications team.

## Person Specification

### Knowledge

- Strong commitment to Age Action's vision, mission, and values.
- Empathy and understanding of ageing and the needs of people as they age.
- Good working knowledge of MS Office and database software.

### Experience

- A recognised third level qualification in Digital Marketing / Communications (Equivalisation may be granted for someone who has more professional experience rather than formal qualifications.)
- 2+ years track record of success in similar role
- Ideally some experience in the not-for-profit sector
- Strong experience in digital marketing strategy and media planning
- Proven experience managing digital campaigns
- Expert in Digital Marketing best practices, including paid media, content and email marketing strategy, SEO etc
- Comfortable with Web Analytics platforms (Google Analytics)
- Outstanding written and oral communications skills, with an ability to confidently present ideas clearly
- Ability to segment and communicate effectively to different target audiences
- Excellent interpersonal, networking and influencing abilities
- Strong project management and planning skills
- Strong IT skills including MS Office
- Knowledge of image and video editing software
- Copy writing and content creation skills

### Skills

- Target focused and results driven with an ambition to drive targets and exceed expectations.
- Persuasive, articulate, and consistent oral and written skills with the ability to communicate effectively with a wide range of people.
- Experience in Canva or other design software
- Eligibility to work in Ireland.

## Additional Information

This is a broad role and the successful candidate will have a wide variety of technical communication and fundraising skills and opportunities for development.

Salary: Salary range is €22,380.60 – €26,962.20 based on a 21-hour working work. Time off in lieu will be provided for any requirement to work outside normal office hours in the evenings or weekends.

Age Action practices a hybrid working model, combining office-based work in our offices in Camden Street, Dublin 2 and working remotely.

## How to Apply:

- Please apply by submitting a CV and cover letter in Word format, quoting reference **CDFO24** by email to: [recruitment@ageaction.ie](mailto:recruitment@ageaction.ie) (<mailto:recruitment@ageaction.ie>)
- Please include details of two referees. References will not be contacted without prior consent.
- The deadline for applications is noon on **Friday 26th July 2024**.
- Interviews are expected to be held on week commencing Monday 29th July 2024 at 30/31 Lower Camden Street

*Age Action is committed to equality, diversity and inclusion and we do not accept discrimination of any kind. We are keen to recruit colleagues with a range of experience, regardless of age, disability, gender, gender identity, race, religion or belief, sexual orientation, marital or civil partnership status or maternity status.*

### Region

Dublin 2

**Date Entered/Updated**

5th Jul, 2024

**Expiry Date**

26th Jul, 2024

---

**Source URL:** <https://www.activelink.ie/vacancies/community/109358-age-action-ireland-communications-digital-fundraising-officer>