

Family Carers Ireland: Digital Marketing Assistant **(<https://www.activelink.ie/node/110541>)**



Digital Marketing Assistant

(Open to Public Competition)

Family Carers Ireland (FCI) is *the* national charity supporting family carers across the country who dedicate their lives to caring for loved ones such as children or adults with physical or intellectual disabilities, frail older people, those with palliative care needs or those living with chronic illnesses or addiction. We provide a range of supports and services for family carers nationally from our local support centres.

Family Carers Ireland is currently recruiting a **Digital Marketing Assistant** reporting to our Marketing Manager. The Digital Marketing Assistant will provide administrative, communications and marketing support to the delivery of the Communications & Policy department's projects and campaigns. The department's core focus is engaging with family carers through carer-centric events, membership, online communities and one-to-one contacts, as well as workings towards building and maintaining relationships with key decision and policy makers, corporates, funders and donors. They will be responsible for developing and executing digital marketing strategies to increase our online presence, support digital fundraising and drive website traffic. They will also assist in generating brand awareness, collaborating with other teams (Carer Supports, Membership, Fundraising) to ensure cohesive and effective marketing campaigns. You will also co-ordinate requirements for promotional/marketing support and i.e. project design requests; managing distribution to Centres etc.

The Digital Marketing Assistant will also work alongside the Communications and Policy team and Carer Supports team to deliver marketing goals as set out in the Marketing Strategy.

Role Criteria:

The successful candidate should possess the following **essential** and **desirable** criteria.

- Degree in Marketing, Communications, Business or related field.
- Minimum of two (2) years' experience in digital marketing, digital fundraising or content marketing.
- Experience with web analytics tools like Google Analytics and Search Console.
- Proficient in tools, such as Canva, Survey Monkey, Mailchimp, etc.
- Proficient across Meta, X, TikTok and LinkedIn.
- Strong knowledge of digital marketing, including SEO, SEM, PPC, Google Ads, email marketing and social media.
- Excellent communication, written, presentation and interpersonal skills.
- High level of attention to detail and ability to multi-task effectively in a fast-paced environment.
- Experience in maintaining accurate records and handling confidential information.
- Excellent skills and competency on Windows packages, including Outlook, Word, Excel and PowerPoint (and ideally a knowledge of Canva design tool or Graphic Design experience).
- Proven experience of organising own work, using initiative and setting priorities.
- A strong work ethic with excellent attention to detail.
- Effective time management skills and organisation skills with the ability to manage multiple activities and keep stakeholders informed.
- Excellent communication skills and the ability to establish rapport with a diverse range of people.
- The ability to work autonomously and within a team.
- Fluency in English (written and verbal).
- Experience of organising public events such as conferences and meetings.
- Full drivers licence with access to own car.

Desirable Criteria:

- Experience with graphic design and content production.
- Knowledge of website CMS and marketing automation tools.
- Proficiency in developing and overseeing email marketing initiatives.
- Familiarity with UI/UX design principles and website design best practices.

Terms & Conditions:

Permanent, full-time contract (37 hours per week; Monday - Friday). This role is Dublin based with a hybrid model of working available. The Digital Marketing Assistant may work from our office in Kingswood, Citywest, Dublin 24. Flexibility to travel to meetings as required is essential. The remuneration for this role includes an annual salary of €30,900 and access to a defined contribution pension scheme. The annual leave entitlement for this role is 23 days per year.

Application Process

Applicants are invited to submit their up-to date CV and cover letter demonstrating how they meet the above criteria to recruitment@familycarers.ie (mailto:recruitment@familycarers.ie) no later than **Thursday, 12th September 2024**.

Family Carers Ireland is an Equal Opportunities Employer

Region

Dublin / Hybrid

Date Entered/Updated

29th Aug, 2024

Expiry Date

12th Sep, 2024

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