

Pieta: Digital Content Coordinator **(<https://www.activelink.ie/node/111578>)**



Job Title: Digital Content Coordinator

Work Location: Pieta House, First Floor, Greenhills Retail Park, Greenhills Road, Tallaght, Dublin 24.

Hybrid Role: Requirement to be in Head Office based for 2 days minimum with remote work facilitated as agreed with the Line Manager.

Travel Requirements/Weekends: As Pieta is a national organisation, this role may require travel for work and a willingness to work weekends, evenings and unsociable hours will be required at times.

Salary: €32,000 – €36,000 per annum

Hours: 35 Hours per week (Monday to Friday, 9am to 5pm)

Contract Type: Full-Time Permanent

About Pieta:

Pieta are the suicide and self-harm prevention charity. We are there for people in urgent need who are self-harming, struggling with suicidal thoughts, or have lost someone to suicide. Pieta provides a free nationwide service that offers immediate support from our qualified therapists. They are available by phone and in person to those who need help.

Job Summary:

We are seeking a creative and motivated Digital Content Coordinator to join our dynamic team. This role is perfect for someone who lives and breathes social media, is up to date with current trends, and is passionate about making a difference. You will be responsible for managing and growing Pieta's presence across multiple platforms, creating engaging content, and supporting the charity's goals of increasing awareness, fostering community engagement, and driving advocacy.

Reporting to the Communications Manager, the primary objective of the Digital Content Coordinator is to collaborate with internal teams to create social media content that aligns with Pieta's mission, engages our audiences, and helps raise vital funds to support our services.

Key Responsibilities:

Social media strategy and content creation:

- Possess an editorial mindset with a marketing approach, strong communication, and writing skills, and the ability to source and create content.
- Develop and execute a social media content calendar across all major platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube).
- Create engaging, shareable content including text, images, videos, and infographics, tailored for each platform.
- Stay current with social media trends, best practices, and emerging platforms to enhance Pieta's social presence.
- Collaborate with the Funding and Advocacy team to design, modify, and create social media assets that are consistent with our brand guidelines.

Community engagement and growth:

- Actively engage with Pieta's followers and supporters by responding to comments, messages, and queries across all platforms.
- Foster a sense of community among followers, encouraging dialogue and participation in Pieta's campaigns and initiatives.
- Liaise with stakeholders, volunteers, and advocates to amplify our message and engage in collaborative campaigns.

Campaign management and performance analysis:

- Support digital campaigns for fundraising, advocacy, and awareness, ensuring alignment with Pieta's objectives.
- Measure and report on the performance of social media content and campaigns, using insights to optimise future content.
- Monitor social media metrics (engagement rates, impressions, conversions) and track the effectiveness of content and campaigns.

Collaboration and training:

- Work closely with the communications, digital, advocacy and fundraising teams to ensure cohesive messaging across platforms.
- Train staff and volunteers on social media best practices and strategies, ensuring the broader team understands how to engage effectively online.
- Contribute ideas for innovative campaigns to drive awareness and support for Pieta's mission.

Requirements:

Essential:

- Proven experience as a Social Media Content Coordinator or similar role.
- Excellent written communication and copywriting skills, with a creative eye for design.
- Proficient in presenting and public speaking.
- Demonstrated expertise in managing multiple social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube).
- Familiarity with accessibility standards and usability best practices for digital content.
- Strong understanding of social media metrics, SEO, Google Analytics, and the ability to analyse data to improve content.
- Strong video and audio production skills and familiarity with design tools such as Canva, Adobe Creative Suite, etc.
- Ability to develop engaging multimedia content, including image and video production.
- Highly organised with strong time-management skills, able to meet deadlines and manage multiple projects simultaneously.
- Collaborative team player with the ability to work independently and on own initiative in a fast-paced environment.

Desirable:

- Experience in the non-profit sector, particularly in social causes such as mental health or suicide prevention.
- A relevant third-level qualification in marketing, communications, or a related field.
- Full, clean driving license for occasional travel to support campaign activities.

Applications for this post should be made via our website (<https://www.pieta.ie/careers>) by 30th October 2024. Please send a CV and cover letter outlining your particular suitability for the role to recruitment@pieta.ie (<mailto:recruitment@pieta.ie>) .

Pieta is an equal opportunities employer and we welcome applications from all people. As part of our commitment to diversity, equality and inclusion, if you require reasonable accommodation as part of our process to apply for a job, to participate in an interview, or to join our team, please contact recruitment@pieta.ie (<mailto:recruitment@pieta.ie>). We will work with you to identify the appropriate accommodations that suit your needs. Pieta does not discriminate against any applicant or employee on the basis of disability and will respect the confidentiality of any medical or personal information.

Region
Dublin 24

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Expiry Date
30th Oct, 2024

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