

## **Specialisterne Ireland: Volunteer Digital Marketer** **(<https://www.activelink.ie/node/111946>)**



### **Volunteer Digital Marketer**

Are you passionate about making a difference? Do you have skills in Digital Marketing? At Specialisterne Ireland, we are dedicated to making a difference in the lives of our neurodivergent candidates. We are looking for a motivated and experienced **Digital Marketer** to support our growing organization. This is a fantastic opportunity to contribute to meaningful work while enhancing your own professional experience.

**Position:** Volunteer Digital Marketer

**Location:** Remote/Hybrid

**Commitment:** Flexible/10 hours per week, initially

### **Required Skills**

- Develop and execute digital marketing strategies across channels, social media, email marketing and display advertising
- Track and measure the performance of all digital marketing initiatives and provide actionable insights
- Stay up-to-date with digital marketing trends, emerging platforms, and best practices. Manage the company's online reputation by responding to reviews, comments and customer enquiries on social platforms
- Develop and schedule compelling content for our social media platforms (Facebook, Instagram, LinkedIn, etc.), focusing on engagement and increasing our online presence
- Manage and optimize pay-per-click (PPC) campaigns, including Google Ads and social media advertising
- Conduct keyword research and optimize website content for search engines (SEO)

### **Desirable**

- Monitor and analyse website performance using tools like Google Analytics, and prepare reports on campaign performance
- Collaborate with the design and content teams to create landing pages, ad creatives, and marketing assets
- Plan and execute email marketing campaigns, including segmentation, testing, and performance tracking

### **What We Offer:**

- Opportunities to enhance your skills
- Flexible hours to accommodate your schedule
- A reference upon completion and recognition for your contributions

### **How to Apply:**

If you have some of the skills listed, but not all, we would still like to hear from you. At SPI we are building an inclusive and diverse team and encourage applications from people who are neurodivergent and/or have a disability.

Please send your CV, along with a brief cover letter outlining your experience and why you're interested in this role, to [hilary.martin@specialisterne.com](mailto:hilary.martin@specialisterne.com) (<mailto:hilary.martin@specialisterne.com>)

#### **Region**

Remote / Hybrid

#### **Date Entered/Updated**

4th Nov, 2024

**Expiry Date**

4th Jan, 2025

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