

Irish Heart Foundation: Marketing and Communications Officer **(<https://www.activelink.ie/node/112236>)**



Job Title: Marketing and Communications Officer

Job Status: Permanent, Full-time

Location: Rathmines (Hybrid)

Report to: Senior Marketing and Communications Officer

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 have approx. 110 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 marketer to join us in driving exciting and ambitious marketing and communications campaigns. This is an exciting and varied role for a creative self-starter with proven marketing and communications skills, who has an interest in and a passion for the mission and work of the Irish Heart Foundation and is excited by the potential of working in a small, dynamic team.

Our Marketing and Communications Department is responsible for brand management, media and PR, advertising and marketing campaigns, internal communications, event management and report publication. Together, we provide marketing and communications support to teams across the organisation.

Reporting to the Senior Marketing and Communications Officer and working closely with the Head of Marketing and Communications, the Marketing and Communications Officer will work closely with team colleagues, the Commercial Director and colleagues from across the wider organisation to ensure all campaigns are unified, on brand and run to a high standard, delivering exceptional results in support of the Irish Heart Foundation's work and strategy.

Key Responsibilities

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

- Contribute to the development, implementation and monitoring of the Irish Heart Foundation's Marketing, Communications and Brand Strategy.
- Support the project management of marketing and communications campaigns completing in-depth post campaign analysis to learn, grow and improve.
- Be confident and creative in bringing new ideas and opportunities to increase awareness and tell the story of the Irish Heart Foundation to key audiences.

- Write and edit copy for advertising, marketing, and communications campaigns.
- Present plans, solutions, and results to the wider team with confidence.
- Support the planning, co-ordination and delivery of both online and in-person events that support the achievement of our objectives and raise the profile of the Irish Heart Foundation and its work.
- Work with external agencies that support Irish Heart Foundation marketing and communications activities.
- Provide communications support to teams across the organisation.
- Media monitoring and reporting.
- Provide support and monitor the implementation of internal communications plans for the Irish Heart Foundation.

Skills and Experience required

- Minimum 2 years' marketing and communications experience working in the area of communications and marketing either in-house or in an agency.
- Proven experience of implementing communications campaigns and offline marketing campaigns.
- Excellent oral and written communications skills including demonstrable experience in writing, editing, proof-reading and developing content for a diverse range of communications channels.
- Demonstrable experience of using Canva.
- Creative and solutions-focused with an ability to work collaboratively with colleagues to find the best solutions for them.
- Ability to plan and manage competing deadlines and priorities, and work calmly as part of a small team in a busy organisation.
- Proven experience of dealing with multiple demands and competing priorities and meeting tight deadlines.
- Excellent project management skills with ability to lead projects end to end.
- Strong decision-making and judgement skills.
- Strong relationship management and interpersonal skills and the ability to work well within a team and independently.
- Effective presentation skills.

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.

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 new Hybrid model, our employees will 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, if preferable.

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 (EAP)
- 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 (Mondays and Thursdays) 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 (mailto:hr@irishheart.ie)

The closing date for this position is **Thursday 28th of November 2024**.

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.

Region

Rathmines, Dublin 6 / Hybrid

Date Entered/Updated

18th Nov, 2024

Expiry Date

28th Nov, 2024

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