

## **LauraLynn Ireland's Children's Hospice: Digital Marketing Executive (<https://www.activelink.ie/node/112844>)**



### **Title: Digital Marketing Executive**

**Hours:** 35 hours per week

**Contract Type:** 2-year fixed term

**Grade:** V

**Salary:** €50,202 - €60,052

**Job Closing Date:** Midnight, 7th January 2025

### **Summary of the role:**

LauraLynn is a renowned children's charity dedicated to providing exceptional care and support to children and their families. Our in-house digital marketing team is known for its expertise and innovative approach. We are now looking for a talented Digital Marketing Executive to join our team and help us emulate the success of LauraLynn Children's Hospice through expert digital marketing strategies.

The Digital Marketing Executive will be responsible for developing and executing digital campaigns through PPC and digital advertising, managing and collaborating on digital fundraising campaigns, optimizing SEO, and enhancing our dynamic website offerings. This role also requires proficiency in copywriting for digital advertising, photography, videography, design and planning. Additionally, the successful candidate will bring AI-driven solutions to our digital marketing efforts, leveraging artificial intelligence to enhance campaign effectiveness and efficiency. The candidate will report to the Marketing Manager and work collaboratively with the marketing, communications and fundraising teams to shape and manage their area of expertise.

### **Benefits:**

- Strong sense of purpose and meaning
- Flexible working options
- Learning & development opportunities
- Pension Scheme
- Comprehensive induction programme
- Extensive in-house person-centred training programme for nursing, clinical and care staff
- Generous annual leave
- Active wellbeing supports including an inhouse occupational health service and a free 24/7/365 employee assistance programme (EAP) for staff and their immediate family members
- Subsidised canteen
- Free car parking
- VHI group scheme
- Membership to HSSU Credit Union
- Bike to work scheme

### **Essential Criteria -**

**The successful candidate will possess the following:**

- Degree/3rd Level qualification in Digital Marketing.
- 2+ years' experience in a similar Digital Marketing role (including website management, digital advertising, paid and organic social) within the last 5 years.
- Proven record of running successful digital marketing campaigns (PPC, SEO, Google Ads, E-Mail, Lead and Reach).
- Experience of utilising AI to drive campaign performance.
- Experience working for/with charities or non-profit organisations (experience in supporting fundraising activities highly desirable)

Please note that whilst this position is not publicly funded the salary is linked to the national pay scales.

## How to Apply:

For a full job description and person specification please see: [Digital Marketing Executive | LauraLynn](https://www.lauralynn.ie/vacancies/digital-marketing-executive-1) (<https://www.lauralynn.ie/vacancies/digital-marketing-executive-1>)

For informal enquiries please contact Marketing Manager Ciara Spair, on [01 2893151](tel:012893151) (tel:012893151) or E: [cspain@lauralynn.ie](mailto:cspain@lauralynn.ie) (mailto:cspain@lauralynn.ie) Note Ciara is returning from leave on January 6th, 2025, and will respond to queries then.

Applications for this role **must** be made through <https://lauralynn.occupop-careers.com/> (<https://lauralynn.occupop-careers.com/%20>)

**Should you need assistance or have any special needs when attending the interview please contact any member of the HR team and reasonable accommodation will be arranged.**

**Interviews will take place onsite on Monday 20th January 2025.**

### Region

Dublin

### Date Entered/Updated

20th Dec, 2024

### Expiry Date

7th Jan, 2025

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**Source URL:** <https://www.activelink.ie/vacancies/children-youth/112844-lauralynn-irelands-childrens-hospice-digital-marketing-executive>