

Longford Women's Link: See Her Elected - Digital Media & CRM Coordinator (<https://www.activelink.ie/node/114476>)



Job Title: Digital Media & CRM Coordinator with See Her Elected

Hours: Three-day week

Location: Remote (with occasional travel within Ireland)

About Us:

See Her Elected (SHE) is an award-winning programme managed by Longford Women's Link, dedicated to supporting women in rural Ireland to become candidates in local elections. We are a small, innovative, and proudly feminist team. If you are passionate about politics, making a difference, and have a can-do attitude we would love to hear from you!

Role Overview:

The Digital Media & CRM Coordinator will play a vital role in advancing the See Her Elected programme. You will develop and implement our digital media strategy, manage our social media presence, oversee our CRM database, and serve as the primary point of contact for women reaching out to SHE. You will collaborate closely with the SHE Team to contribute to our long-term goals.

Key Responsibilities:

- **Digital Media Strategy:** Develop and implement a comprehensive digital media strategy in line with SHE's five-year objectives.
- **Social Media Management:** Maintain and enhance SHE's social media presence, ensuring alignment with brand guidelines.
- **Content Creation:** Create engaging and dynamic social media content that resonates with our audience.
- **Analytics & Strategy:** Monitor digital media analytics, identify trends, and recommend strategy adjustments.
- **CRM Management:** Maintain and administer our CRM database, ensuring accurate and up-to-date records.
- **Client Engagement:** Act as the primary administrative contact for new enquiries, providing information and support.
- **Process Enhancement:** Improve CRM automated processes and identify opportunities for personalised engagement.
- **Collaborative Approach:** Work in partnership with the SHE Team to support our Programme of Work.
- **Deputising:** Occasionally represent other SHE team members during holidays or scheduling conflicts, including delivering workshops and serving as a media spokesperson (training provided as needed).

Qualifications:

- Strong understanding of social media platforms, analytics, and trends.
- Proven experience in creating compelling social media content.
- Knowledge of local government and the culture of local elections in rural Ireland (desirable).
- Experience with data management and the confidence to learn additional skills on the job.
- Excellent organisational skills, particularly in adapting to large-scale event delivery.
- Ability to thrive in a collaborative, values-driven, and feminist environment.

What We Offer:

- **Remote Work:** Full remote working and a flexible approach to help balance work with family life.
- **Supportive Environment:** An inclusive and collaborative team culture where your contributions are valued.
- **Professional Development:** Opportunities to grow your skills and participate in innovative projects.

How to Apply:

If this sounds like the perfect role for you, please submit your CV and a cover letter detailing your relevant experience and enthusiasm for this position.

Applications should be emailed to the **CEO of Longford Women's Link, Tara Farrell using this address: info@seeherelected.ie** (<mailto:info@seeherelected.ie>).

The closing date for receipt of applications is **5pm on Friday 28th March**. Interviews will be held online between 31st March and 10th April 2025.

Region

Remote

Date Entered/Updated

18th Mar, 2025

Expiry Date

28th Mar, 2025

Attachment	Size
2025 SHE team.png	244.28 KB

Source URL: <https://www.activelink.ie/vacancies/community/114476-longford-womens-link-see-her-elected-digital-media-crm-coordinator>