

Marketing Communication Officer

Role Title	Marketing and Communication Officer
Status	Part-time 20 hours, fixed term
Location	Northside Partnership, Coolock Development Centre, Bunratty Road
Reporting to	Northside Partnership's CEO and the Preparing for Life Manager
Salary Range	Project Worker annual salary 10 point scale €30,518 to €44,967 Pro Rata and subject to experience

Purpose of the role

The Marketing and Communications Officer has a key role to play in promoting communication strategy, planning and delivering communications to key groups, such as NSP staff, beneficiaries, funders, elected representatives and the wider public. The post holder will write, edit, co-ordinate and publish content across various channels, including NSP and Preparing for Life websites, social media, and print and online marketing materials. They will prioritise the work of NSP through marketing campaigns, while honing key messages to specific target segments. They will assist in the development of NSP's advocacy work in conjunction with the CEO and the Director of Services.

Marketing

- Produce marketing copy for our website
- Provide input on marketing strategies utilising 'test, learn, adopt' to identifying what works
- Conduct analysis and data segmentation in support of marketing initiatives to ensure optimal results are achieved
- Research and analyse marketing activities to ensure key audience delivery
- Edit and produce multimedia content to support planned marketing communications campaigns using a variety of platforms

Communications

- Develop and implement an integrated communications strategy for NSP
- Create press releases and statements as required
- Produce, edit and distribute updates and materials for external and internal audiences, dealing sensitively with those whose personal experiences might be featured

- Edit and collate Annual Reports in conjunction with the CEO
- Provide communications support for NSP communication campaigns
- Help market and communicate events, such as seminars, conferences, and events for the public
- Provide creative, editorial and operational support for communications projects and report on progress
- Identify opportunities for NSP representatives to contribute to public debate on areas that impact our community
- Review material regularly, to ensure its continued relevance and impact
- Manage and moderate Social Media platforms
- Build internal communications with both internal and external stakeholders
- Develop and maintain relationships with media to secure and grow positive media coverage

Reporting and Budgets

- Roll out and manage all marketing activities in line with agreed budgets
- Provide regular updates on plans and progress to CEO/Line Manager
- Carry out post campaign evaluation analysis

Brand

- Ensure consistent branding is used including adherence to specific funders branding requirements
- Help maintain and build reputation
- Act as a brand champion
- Plan/create multi-media communications materials
- Maintain library system for press cuttings, monitor cuttings and report in conjunction with the Operations

Person Specification

Candidates are encouraged to apply for this role with the requirement that they can demonstrate both the relevance of their skills and experience. The person appointed will demonstrate a genuine commitment to Northside Partnership's ethos and vision. NSP is committed to implementing an Advantaged Thinking approach which focuses on identifying, developing and investing in skills, capabilities and assets of the people we work with. The successful candidate will ideally have the skills and attributes as detailed below.

Qualifications

- Third level qualification or above in a relevant discipline
- At least 3 years experience in a similar role



An Roinn Forbartha
Tuaithe agus Pobail
Department of Rural and
Community Development

Knowledge & Expertise

The Marketing and Communications Officer should be able to demonstrate their experience and expertise in the following areas:

Essential

- Good understanding of the community and voluntary sector and key audiences
- Strong working knowledge of digital platforms such as Google Adwords, Adobe Creative suite
- Strong working knowledge of online Marketing tools such as ConstantContact, Mailchimp
- Experience working with social media platforms and management suites such as hubspot
- Hands on experience with web content management tools
- Campaign budget management, costing and forecasting
- Proven networking abilities with relevant media agencies

Desirable

- Excellent written communication and copy editing skills
- Experience of developing and managing Public Relations campaigns is desirable
- Demonstrated broad knowledge and understanding of practice in the area of community/local development
- Strong organisational skills and ability to manage multiple tasks
- The ability to be flexible and creative in a changing environment

Personal Skills

- Very strong organisation, time management, people management and analytical skills
- Ability to lead, motivate and influence across a team
- Very good interpersonal, negotiation and diplomacy skills
- Ability to build and maintain relationships
- Ability to maintain attention to detail at all times
- Ability to work to tight deadlines
- A pro-active and can-do attitude.



An Roinn Forbartha
Tuaithe agus Pobail
Department of Rural and
Community Development