



Role	<b>Digital Marketing Manager</b>
Reporting to	Director of Development
Background and Context	<p>The Mater Foundation (MF) is focused on raising funds to fulfil our mission to harness our supporters’ kindness and generosity and work together with our partners to continuously transform and improve patient care at The Mater Misericordiae University Hospital. We will ensure that the Mater Hospital is at the forefront of research and innovation and is a leader in healthcare in Ireland.</p> <p>There has never been a more exciting time to join the Mater Foundation as we have just completed a comprehensive strategic review. The organisation now has a 5-year roadmap to harness our success and implement this ambitious strategy for greater impact to support the hospital in the best possible way, whether that’s through patient support, vital research, medical equipment or redevelopment. Being embedded in the hospital highlights our cause, and we see first-hand the impact our work has.</p> <p>This strategy has been fully endorsed by an extremely committed board of directors who have fully supported the need for investment to drive future growth.</p>
Role Purpose/ Summary	<p>Reporting to the Director of Development, this is an exciting <b>new role</b> within the organisation.</p> <p>The Digital Marketing Manager will be responsible for defining and executing a digital marketing strategy, playing a major role in shaping the digital future of the Mater Foundation.</p> <p>You will be highly-motivated, organised and have excellent written and verbal communication skills with a significant level of experience in a similar role. More importantly, you will be enthusiastic about joining the Foundation as it embarks on the next chapter of its strategic plan.</p> <p>You will work collaboratively across all teams within the organisation in order to raise brand awareness and drive income growth.</p>
Principal Duties and Responsibilities	<p><b>The Digital Marketing Manager will:</b></p> <ul style="list-style-type: none"> <li>• Develop and implement a digital and social strategy across the entire organisation following a robust digital audit.</li> <li>• Conduct on-going marketplace social listening in order to identify new opportunities and market gaps.</li> <li>• Monitor brand sentiment, awareness and engagement to gain insights and drive strategic objectives.</li> <li>• Develop and implement SEO and PPC strategies</li> <li>• Work with website developers on the implementation of a new website and develop a website traffic plan.</li> </ul>

- Measure and report on the performance of all digital marketing campaigns and paid media and social spends.
- Collaborate closely with Communications and Marketing Officer on a content marketing strategy for all online platforms taking keywords and SEO into account.
- Liaise with internal stakeholders to ensure that all digital activities are aligned with the Foundations brand identity.
- Liaise with agencies & 3rd party production companies where required to deliver best in class campaigns.
- Set KPI's across all digital platforms to ensure a track and measure process is in place.
- Look for ways to enhance the Mater Foundation's already successful digital challenges.
- Monitor & research new technologies and digital marketing trends and draft proposals for consideration.
- Manage and track expenditure budget effectively.
- Complete an in-depth post campaign analysis of digital campaigns in order to learn, grow and improve all systems, processes and ROI.
- Build meaningful relationships with current supporters, patients, families and the Mater Foundation's wider network of stakeholders in order to showcase impact online.
- Support the Director of Development by supplying timely and accurate reports at key campaign stages.
- Work closely with CRM Manager to map key supporter insights and custom audiences.

## Qualifications and Experience

### **Essential Experience & Qualifications:**

- A recognised third level qualification in Digital Marketing
- 3+ years track record of success in similar role

### **Essential Skills, knowledge and abilities:**

- Vast experience in digital marketing strategy and media planning.
- Proven experience managing large-scale digital campaigns.
- Expert in Digital Marketing best practices, including paid media, content and email marketing strategy, SEO etc
- Experience in website development/working with creative and web build agencies would be a distinct advantage.
- Comfortable with Web Analytics platforms (Google Analytics), programmatic media buying, with an understanding of media tagging and measurement processes.
- Analytical and data-driven, with strong attention to detail, and the ability to translate data into actionable insights.
- Adept at managing, co-ordinating and influencing multiple internal and external stakeholders, with strong verbal, written and presentation skills
- Capable of shifting fluidly between strategic planning and tactical activation
- Experience working in or with media agencies.

- Outstanding written and oral communications skills, with an ability to confidently present ideas clearly to non-technical people.
- Ability to segment and communicate effectively to different target audiences.
- Excellent interpersonal, networking and influencing abilities.
- Strong project management, people management, organizational and planning skills.
- Excellent analytical and commercial skills to identify and target new opportunities.
- Strong IT skills including MS Office; CRM management (Raisers Edge experience an advantage); website & social media management.

#### Person Specification

- A confident personality, with a can-do attitude.
- Self-motivated, approachable, innovative, and enthusiastic.
- Excited by data and driven by insights.
- Strong relationship management and interpersonal skills and the ability to work well across different teams – fundraising, operations etc
- A self-starter with high levels of drive and resilience.
- Flexible in approach with a commitment to solution-based working.
- Excellent networking skills.
- Demonstrates a commitment to continuous improvement.
- Flexible approach to working – on occasion there may be a need to work out of core hours.
- Excited to work in a fast-paced creative environment with a commitment to the work of the Mater Foundation.

#### Terms

Full-time  
 Agile Working Policy (remote working as agreed with line manager)  
 6 months probationary period.  
 23 days annual leave & 2 gifted days & public holidays  
 35 hours per week  
 Pension entitlement after probationary period  
 Access to Employee Assistance Programme  
 Bike to work scheme

#### To apply

Please send a cover letter (maximum one page) outlining how your motivation, experience and skills fit the role and an up to date CV to [info@elmcastleconsultancy.ie](mailto:info@elmcastleconsultancy.ie). Please insert **Digital Marketing Manager** in the subject line. Only those selected for interview will be contacted.

#### Closing Date

5pm Friday 10<sup>th</sup> December 2021.