



Role	Marketing & Communications Executive
Reporting to	Marketing and Communications Manager
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>This is an exciting time to join the Mater Foundation having 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. And being embedded in the hospital highlights our cause, and we see first-hand the impact our work has.</p>
Role Purpose/ Summary	<p>Reporting to the Marketing and Communications Manager, the Marketing and Communications Executive will provide communications and marketing support to the wider Foundation team. The successful candidate will assist in the development and implementation of both internal and external marketing and communications plans using a wide range of marketing and communication techniques including digital and traditional marketing, social media and public relations. They will play a key part in helping to raise voluntary income by promoting the aims and mission of the organisation and developing supporter engagement.</p> <p>Our ideal candidate will be creative, proactive and solutions driven with previous marketing and digital experience within a fundraising environment that will shape the Mater Foundation’s content development across all channels of communication. They will have a proven track record in increasing brand awareness and developing exciting content that maximizes audience and stakeholder engagement.</p>
Principal Duties and Responsibilities	<p>Role Responsibilities</p> <ul style="list-style-type: none"> ▪ Assist in the implementation of all marketing and communications plans, securing support and media coverage as appropriate. ▪ Conduct case study interviews and develop impactful content.

- Build on the marketing and social media strategy to help promote the work of the Foundation.
- Work to significantly strengthen the Mater Foundation's presence across all traditional and digital platforms.
- Work closely with the Marketing and Communications Manager and the fundraising team to maintain, update and deliver all website and social media content.
- Provide timely reports to the Marketing and Communications Manager in relation to overall targets and KPI's set for all internal and external communications.
- Assist with the development of all external communications to ensure all content developed is aligned with the organisation's brand narrative and tone of voice.
- Research and develop new marketing opportunities in order to engage new supporters and improve retention levels
- Understand the importance of high quality and audience appropriate content in all communications and marketing materials.
- Co-ordinate, review and promote all media awareness campaigns.
- Monitor all social platforms and respond to queries and comments in a timely and appropriate manner.
- Work alongside the Marketing and Communications Manager to successfully implement the social media strategy in order to promote the work of the Foundation.
- Co-ordinate supporter care communications and correspond effectively with supporters using creative and engaging methods of communication, including written, verbal and digital.
- Support direct marketing appeals through content collation and patient stories.
- Daily management of the Mater Foundation's digital channels – website, social pages etc
- Ensure the organisation's image bank is current and updated at all times and all consent has been obtained and monitored.
- Ensure the wider fundraising team is given adequate support in terms of campaign and event materials and messages.
- Monitor press activity and produce a monthly report on coverage.
- Ensure regular external and internal communications are delivered on time and in line with both the Foundation's and Hospital's procedures.

Qualifications and Experience

Skills & Experience

- Minimum of 2 - 3 years' experience in marketing or communications, preferably in the voluntary sector.
- Educated to degree level in marketing discipline OR relevant experience gained in either the voluntary or business sector.
- Comprehensive grasp of the marketing and communications function within an organisation.
- Working knowledge of WordPress and experience of updating websites.
- Strong copy writing skills, including experience of writing for websites.

- Good understanding of current online marketing concepts, strategy and best practice.
- Ability to utilise social media effectively to maximise supporter engagement (particularly Facebook and Twitter).
- Excellent computer skills (MS Office & Mailchimp).
- Ability to communicate verbally and in writing at all levels while to a high standard.
- Strong project management and organisational skills.
- Experience with a CRM similar to Raiser's Edge.
- Passionate about the voluntary sector and the work of the Mater Foundation.

Desirable

- Qualification relating to online marketing and use of digital resources.
- Working knowledge of analytics and metrics and ability to leverage insights.
- Familiarity with SEO best practices and their importance in content creation.
- Good understanding of the charity sector and the codes of best practice in fundraising, communications and governance.
- Experience of conducting case study interview and developing impactful content.

Person Specification

- An outgoing and confident personality, with a can-do attitude.
- Excellent communication and presentation skills - verbal and written.
- Self-motivated, flexible, innovative, creative and enthusiastic.
- A team player with an open and flexible attitude.
- Excellent inter-personal skills and ability to work well within a team.
- Strong organisational skills and attention to detail.
- A commitment to continuous improvement.
- Proven ability to demonstrate initiative and creativity to achieve desired outcomes.
- Adept at prioritising and managing multiple projects and demands under pressure.
- Flexibility – there may be a requirement for some out of hours work in line with the Foundations calendar of events.

Terms

Salary - Commensurate with experience
 Permanent full-time contract (35 hours per week) subject to probation period
 Agile Working Policy (remote working as agreed with line manager)
 21 days annual leave & 2 gifted days at Christmas & public holidays
 Pension entitlement following successful probation period
 Access to Employee Assistance Programme
 Bike to work scheme
 Training and Development opportunities



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 . Please insert **Marketing and Communications Executive** in the subject line. Only those selected for interview will be contacted.

Closing Date

Friday 9th September 2022
Interview expected to take place Thursday 15th & Friday 16th September 2022