



Role	<b>Marketing and Communications Manager</b>
Reporting to	<b>Director of Development</b>
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>Following an organisation re-design, this new position is a key strategic role within the organisation. Reporting to the Director of Development, the Marketing and Communications Manager will be responsible for devising and implementing a successful marketing and communications plan with ambitious annual income targets.</p> <p>This role will require an experienced professional with an in depth knowledge of both generating and delivering compelling and exciting awareness and fundraising campaigns across both traditional and digital platforms.</p> <p>The Marketing and Communications Manager will be responsible for driving all internal and external stakeholder engagement, clearly communicating the crucial role the Mater Foundation plays in advancing patient care across the hospital campus.</p>
Principal Duties and Responsibilities	<p>The ideal candidate will have a passion for impact and be a strong relationship builder.</p> <p><b>This role has 3 direct reports.</b></p> <ul style="list-style-type: none"> <li>• Campaigns and Events Officer</li> <li>• Marketing and Communications Executive</li> <li>• National Campaigns Executive</li> </ul>

## Key Responsibilities

- Devise and deliver strategic and creative marketing & communications plans which align with the Foundations new strategic plan, providing a clear roadmap for the next five years.
- Line manage a team of three, providing clear direction and work plans for all.
- Work closely with the Director of Development to devise annual income and expenditure budgets and resource plans.
- Ensure all marketing and communications budgets are on track and remain in line with budgets set.
- Engage with the wider fundraising team to agree achievable communications objectives within assigned budgets.
- Prepare organisational and impact messaging frameworks as required, to maintain consistency of brand communications.
- Ensure the Foundation has a strong presence in the hospital at all times.
- Determine efficient and effective channels for delivering key messages to varied stakeholder groups.
- Measure and report on the outcomes and effectiveness of all communications activities to relevant stakeholders.
- Manage all public relations including journalist engagement and media monitoring.
- Build meaningful relationships with current supporters, patients, families and the Mater Foundation's wider network of stakeholders in order to report on impact.
- Foster good working relationships with key media outlets to ensure the Mater Foundation stays front and centre as the leading adult hospital foundation in the country.
- Devise robust digital marketing plans to amplify all awareness and fundraising campaigns and events.
- Conduct on-going marketplace social listening in order to identify new opportunities and market gaps.
- Monitor brand sentiment, awareness and engagement to gain insights and drive strategic objectives.
- Develop and implement SEO and PPC strategies.
- Work with website developers on the implementation of a new website and develop a website traffic plan.
- 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.
- Provide regular updates and reports to the Director of Development and Senior Leadership team regarding progress against strategy and adjustments needed, if any.
- Complete an in-depth post campaign analysis of all traditional and digital marketing and communications campaigns in order to learn, grow and improve all systems, processes and ROI.
- Develop creative content that will engage, recruit and retain supporters.

Qualifications and Experience

- Ensure CRM is updated in line with best practice and all supporter details are captured accurately and with adequate consents.
- Work closely with CRM Manager to develop supporter journeys and content workflows for key marketing campaigns.
- Work closely with the Donor Care and Operations Team to ensure excellent supporter care is in place to achieve optimum supporter retention.
- Keep fully abreast of other innovative marketing campaigns at home and abroad to identify market gaps and new opportunities.

**Essential Experience & Qualifications**

- A recognised third level qualification in marketing and communications or relevant field.
- 4+ years track record of success in similar role within a creative agency or fundraising environment preferably.
- 4+ experience managing a marketing and communications team.
- Highly competent in all aspects of the marketing and communications mix coupled with excellent relevant industry knowledge.

**Essential Skills, knowledge and abilities**

- Strong project management and planning skills
- Outstanding written and oral communications skills, with an ability to communicate to different target audiences.
- Excellent working knowledge of all digital marketing avenues.
- Working knowledge of analytics and metrics and ability to leverage insights.
- SEO experience regarding best practices when it comes to content creation.
- Good understanding of the charity sector and the codes of best practice in fundraising, communications and governance.
- Experience developing impactful content for marketing campaigns.
- 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.
- Strong relationship management and networking and interpersonal skills and the ability to work well within a team.
- Must be a self-starter with high levels of drive and resilience.
- Must have a flexible approach and a commitment to solution-based working.
- Excellent networking skills.
- Demonstrates a commitment to continuous improvement.



	<ul style="list-style-type: none"><li>• Flexible approach to working – on occasion there may be a need to work outside of your core hours.</li><li>• Excited to work in a fast-paced creative environment with a commitment to the work of the Mater Foundation.</li></ul>
Terms	<p><b>Salary: Commensurate with experience</b></p> <p>Permanent full-time contract (35 hours per week) subject to probation period. Agile Working Policy (remote working as agreed with line manager). 23 days annual leave &amp; 2 gifted days at Christmas &amp; public holidays. Pension entitlement following successful probation period. Access to Employee Assistance Programme. Bike to work scheme. Training and Development opportunities.</p>
To Apply	<p>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 <a href="mailto:info@elmcastleconsultancy.ie">info@elmcastleconsultancy.ie</a> . Please insert <b>Marketing and Communications Manager</b> in the subject line. Only those selected for interview will be contacted.</p>
Closing Date	<p>Friday 9th September 2022 Interview expected to take place Thursday 15th &amp; Friday 16th September 2022</p>