

Role: Marketing and Communications Executive

Reporting to: Marketing and Communications Manager

Background and Context	<p>The Mater Hospital Foundation exists to give every patient, and every family that loves them, the very best care at the Mater Misericordiae University Hospital (MMUH). As a registered charity and the official fundraising body of the Mater Hospital, we raise vital funds to support the work of the hospital.</p> <p>Through the commitment of our supporters, we continue to invest in the future of the hospital by funding advanced state-of-the-art medical equipment, new services and hospital redevelopment, research and innovation initiatives, and by providing patient, family and staff support when it is most needed.</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.</p> <p>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>
Duties and Responsibilities	<ul style="list-style-type: none"> • Assist in the implementation of all marketing and communications plans, securing support and media coverage as appropriate. • Conduct patient and staff case study interviews and develop impactful content that resonates with supporters. • Build on the marketing and social media strategy to help promote the work of the Foundation. • Work to significantly strengthen the Mater Hospital Foundation’s presence across all traditional and digital platforms, through effective engagement. • Work closely with the Marketing and Communications Manager and the fundraising team to update and maintain 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. • Develop strong relationships with key stakeholders across the MMUH campus and assist in building strong ties between the Hospital and the Foundation. • Assist with developing effective internal communications to keep our team informed and engaged with important updates. • Day-to-day communications and marketing supports across the organisation as required.



Qualifications and Experience	<p>Essential</p> <ul style="list-style-type: none">• 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.• Strong understanding of GDPR legislation.• Working knowledge of WordPress and experience of updating websites.• Strong copy writing skills, including experience of writing for websites.• Ability to utilise social media effectively to maximise supporter engagement• Excellent computer skills (MS Office, Sharepoint & Mailchimp).• Ability to communicate verbally and in writing at all levels to a high standard.• Strong project management and organisational skills. <p>Desirable</p> <ul style="list-style-type: none">• 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.
Terms	<ul style="list-style-type: none">• Salary is commensurate with experience• Full-time - 35 hours per week• Hybrid Working Policy (remote working as agreed with line manager)• 23 days annual leave & 4 gifted days (2 at Christmas, 1 for Good Friday and 1 Wellbeing day)• Pension entitlement – after successful completion of 6-month probation period• Access to Employee Assistance Programme• Bike to work scheme• Tax saver public transport scheme• Training and Development opportunities
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 CNicOireachtaigh@materfoundation.ie</p> <p>Please insert Marketing and Communications Executive in the subject line. Only those selected for interview will be contacted.</p> <p>Closing date Friday, 17th January Interviews expected to take place in late January</p>