

	Job Description
Role	Communications & Digital Marketing Senior Executive (Fixed Term Contract – 12 months FTC, maternity cover commencing approximately June 2024)
Reporting to	Head of Marketing and Communications
Background and Context	<p>Children’s Health Foundation is focused on raising funds to fulfil our mission of providing world class medical facilities, research and compassionate loving care for every sick child in Ireland cared for in Children’s Health Ireland hospitals and urgent care centres. The Foundation supports Crumlin and Temple Street Children’s Hospitals, National Children’s Hospital Tallaght and Connolly Urgent Care Centre.</p> <p>The creation of Children’s Health Foundation in 2019 brought together the existing Temple Street Foundation and The Children’s Medical and Research Foundation Crumlin to continue to support Ireland’s sickest children in their treatment journey today, tomorrow and into the future.</p> <p>This is an exciting time to join Children’s Health Foundation, full of challenges and opportunities that allow us to support the hospitals in the best possible way, whether that’s through family and patient support, vital research, medical equipment or redevelopment. And, being embedded in the hospitals crystallises our cause and we see first-hand the impact our work has.</p>
Role Purpose	<p>The Communications & Digital Marketing Senior Executive will lead all digital communications for the Foundation to deliver a portfolio of Foundation communications across digital platforms, including website and social, and analysis results to improve performance.</p> <p>As a core member of the Communications Team, the successful candidate will support all digital marketing activities and play an important role in planning and delivering communications across both digital channels, in line with the overall strategic objectives of the Foundation.</p>
Key Responsibilities	<p>Digital Marketing and Communications</p> <ul style="list-style-type: none"> • Developing and roll-out of digital marketing plans to support The Foundations fundraising objectives, including campaign support and awareness activities. • Managing social media across multiple channels, including content development, scheduling and advertising. • Manage all paid social media campaigns from activation to post campaign analysis. • Updating and developing website content and optimising the supporter journey. • Developing new opportunities online to raise awareness of The Foundation and recruit new supporters. • Liaising with key stakeholders including patient families, corporate partners, hospital staff etc., to develop case studies. • Monitoring and reporting on key online metrics including Google Analytics and social media statistics. • Assisting in the development of new imagery and multi-media content to support the strategic aims of the Foundation. <p>Communications and PR</p> <ul style="list-style-type: none"> • Planning, developing and executing a busy calendar of communications campaigns and activities.

	<ul style="list-style-type: none"> • Writing for traditional and digital media in-line with The Foundations tone of voice and key messaging. • Ensuring brand consistency across all Foundation materials. • Assisting with internal communications projects and initiatives across the organisation • Assisting in the development of communications materials including newsletters, e-zines, donor information and annual reports. • Building relationships with key media and liaising with outlets on upcoming activities, press releases, announcements and photo-calls. • Building strong relationships with key stakeholders and interacting with patient families with compassion, kindness and discretion at all times. • Managing logistics of media opportunities, ambassador / celebrity visits and photo-calls in the hospital sites. • Securing and documenting informed consent from patient families for promotional activities • Working with third-party suppliers and contractors including agencies, photographers, videographers etc. <p>Other Responsibilities</p> <ul style="list-style-type: none"> • Representing The Foundation in a professional and competent manner both internally and externally. • Attending & contributing to fundraising team meetings. • Undertaking other duties as might be reasonably assigned from time to time in consultation with the Head of Marketing & Communications.
<p>Qualifications and Experience</p>	<p>Skills & Experience</p> <ul style="list-style-type: none"> • Educated to Level 7 in a business and marketing discipline. • A minimum of four years' experience in communications, PR and digital marketing. • Experience in a busy office environment, handling multiple projects and deadlines. • Experience with WordPress, Meta Business Suite and Google Analytics. • Confident working across traditional and digital media channels. • A knowledge of the Irish media landscape. • Knowledge of the charity sector.
<p>Terms and benefits</p>	<ul style="list-style-type: none"> • 12 Month Fixed-Term Contract (Maternity Cover) on Senior Executive salary band (from €48,893.53 per annum) depending on experience • Hybrid work policy • Cycle to Work Scheme • TaxSaver Commuter Ticket Scheme available • Employee Assistance Programme • Access to Paid sick leave scheme after six months service • 21 days annual leave and five privilege days per annum
<p>Informal enquiries</p>	<p>For informal enquiries or further information about the role, please contact: Sharon Nolan snolan@childrenshealth.ie</p>
<p>We are an equal opportunity employer</p>	<p>We are committed to working with and providing reasonable accommodations to job applicants and employees with physical or mental disabilities. If you believe you need a reasonable accommodation to complete any part of the application or hiring process, please send an email to jobs@childrenshealth.ie <i>This information will be treated as confidential and used only for the purpose of determining an appropriate accommodation for the interview process.</i></p>

Application

Deadline for application is 17:00, Tuesday 23rd April 2024.

Please email your expression of interest letter including your relevant experience and your current CV to jobs@childrenshealth.ie