

Project Manager (Marketing)

Osborne are delighted to be partnering with a not-for-profit health organisation to recruit a new position for a creative Marketing Manager with digital experience to manage all marketing operations. This is a first-time position for the Foundation.

Position:

We are looking for a dynamic self-starter to grow the Dental Health Foundation's influence nationally. Your duties will include instigating, planning, implementing, and monitoring both marketing and digital marketing messaging and campaigns across all platforms. You will be responsible for all aspects of marketing operations and be involved in further developing the Foundation's marketing strategies.

The ideal candidate will have experience in marketing, digital marketing, art direction and social media management, in addition to being an outstanding communicator. You will also demonstrate excellent interpersonal and analytical skills.

The position will be based in the company's Dublin offices (covid compliant), and flexibility to work location will be considered. The position reports to the CEO and will work closely with other team members. The Project Manager, Marketing is a pivotal position within the organisation and will be responsible for delivering efficient and effective marketing growth to the Foundation. The successful candidate will ensure consistent high standards are achieved across all facets of their responsibility.

Salary: €45,600 pro rata

Hours per week 20-25 hours

Minimum year experience: 3+ years

Duration: 1 year FTC

Key Responsibilities:

- Develop a website traffic plan and create goals to meet organisation's expectations.
- Create, maintain, and implement digital marketing and editorial calendars.
- Along with other team members instigate and create new oral health promotion resources.
- Manage website content and updates.
- Develop annual marketing strategy and budget, for annual projects and campaigns.
- Plan and write digital marketing campaigns, including web, SEO/SEM, email, blog, social media, and display advertising, to include updating and managing social media (including regular posts, news, job listings, design, and user experience etc.), and be familiar with social media and website metrics and best practices.
- Execute social media efforts to improve KPI's, likes, shares, and tweets, and report analytics monthly to the Company and Trustees.
- Use web analytical tools to monitor performance and target audience use and make recommendations for improvement.
- Create, edit and post content, videos, podcasts, and audio content on online sites.
- Contribute to Company and industry blogs and manage e-campaigns (company blog, newsletter, Annual Reports).
- Measure and report performance of all marketing campaigns and keep up to date with digital marketing trends and best practice in online marketing measurement.

The ideal candidate will possess the following:

- Bachelor's Degree in Marketing or a related field.
- 3+ years' professional experience in marketing.
- Experience on digital platforms for design, communications and analytics., e.g., Google Analytics
- Experience in producing visual and written content for diverse audiences including reports, social media, newsletter, blogs, flyers, posters etc.
- Excellent written/research/ presentation skills – familiar with developing content to present on Canva/Prezi/ Zoom and other online platforms.
- Ability to build campaigns working with other creatives to plan and deliver success.
- Experience in creating and leading presentations.
- Flexible, and ability to work in a challenging environment.
- Familiarity with the public sector/ health / education sector an advantage.
- Experience of establishing strong working relationships with colleagues from different sectors.
- Experience of designing and managing marketing materials and platforms for professional events and multitasking various projects and routine activity when necessary.
- Experience of operating creative platform system, Adobe, Photoshop, Prezi, Canva, MS Office including Word, Excel, PowerPoint to the best advantage of the task/project at hand including online communication platforms and GDPR compliance.
- High level organisation skills and attention to detail.
- Highly confidential attitude and approach in all aspects of work.
- An ability to quickly establish and maintain rapport with a diverse range of stakeholders and manage on-going working relationships.
- High level of initiative and can work efficiently and effectively both independently and as part of a team and knowing the difference when to distinguish.
- Excellent time management skills.
- Attention to detail and ability to meet deadlines.

Application and Selection Process:

The selection process may include short-listing of candidates. The selection criteria will be based on the requirements of the position. It is therefore important that you provide a detailed and accurate account of where you believe your skills and experience meet the requirements for the position.

This should be contained in a cover letter accompanying your CV.

To apply for the position applicants should send a detailed CV and cover letter quoting the job title to maisie.doyle@osborne.ie on or **before 5pm Wednesday 7th July**. Alternatively you can contact Maisie Doyle on 01 6384400.