

**TITLE:** Digital Marketing Coordinator

**REPORTS TO:** Public Relations Manager

**LOCATION:** Santry, Dublin 9

**HOURS:** Fulltime 9am -5pm (35 hours per week)

- Time flexibility and travel required occasionally
- Evening and weekend work expected occasionally (e.g. at events)

**CONTRACT TYPE:** Permanent

**DOC:** March/April 2018

### **About:**

The ISPCA is Ireland's largest national animal welfare charity, and represents 17 affiliated member societies across Ireland. Together the ISPCA and our members, rescue, rehabilitate and responsibly rehome thousands of animals of many different types each year. Our role is to prevent cruelty to animals, to promote animal welfare and to pro-actively relieve animal suffering.

### **The Role:**

The purpose of the role is to support the PR Manager and the CEO to create and implement campaign initiatives in line with ISPCA PR objectives. The role includes the coordination of digital media content for the ISPCA's online platforms to maximise supporter engagement and continual optimisation.

### **Responsibilities:**

- Monitor, create and analyse digital traffic flow continually working and monitoring SEO.
- Create strong copy for digital platforms to include scheduling of activity, and selection of imagery, layout and design in line with agreed plans and approved timelines
- Research, plan, coordinate and monitor ISPCA campaign material.
- Website content updates and social media posts on all digital platforms (facebook, twitter, Instagram etc.)
- Extensive experience using email marketing (e.g. Mail chimp), and CRM systems e.g. Thank Q, and experience using Google AdWords.
- Digital analytics and reporting skills necessary using various tools and metrics e.g. ROI, CTR, Bounce Rates, Unique visits, Ranking etc.
- Identify relevant advocacy opportunities at local, national and European level liaising with Eurogroup for Animals during ISPCA membership for content and in collaboration with the PR Manager and the CEO.
- Working cross-functionally as required, communicating with various departments about upcoming events and the sourcing of copy/images.
- Supporting the PR manager and assisting at various events and photo calls.
- Maximise the use of google grant AdWords, and provide regular reports on google analytics.
- Ensure compliance with data protection, maintaining confidentiality and following ISPCA policies and procedures including health and safety at all times.
- Assisting in other duties, administrative support and occasional out-of-hours work at weekends at various events as necessary to provide effective support when required.

### **Experience & Qualifications**

- Degree or equivalent in a relevant discipline necessary.
- A minimum of 2 years' experience working in a digital marketing role required.
- Ability to write short and concise copy within ISPCA style and guidelines and the ability to spot a 'good story/opportunity' necessary.

- Good writing, proof-reading, web mastering, image and editing skills required.
- Knowledge of Adobe Photoshop or other comparable editing software for photo, video and graphic design an advantage.
- Strong attention to detail and a flair for creativity required.

**Person Specification:**

- Knowledge of animal welfare issues and keen interest in the work of the ISPCA required.
- Strong communicator with excellent interpersonal skills necessary.
- Good assertive skills essential with ability to multi-task and work under pressure to meet deadlines.
- Working effectively as part of a team and the ability to also work on own initiative.
- Ability to travel within Ireland and EU if required.
- Full clean Driver's License necessary.