

**Job Description** – Digital Marketing Project (Website transformation)

**Job Title:** Digital Marketing Executive (Website Project)

**Term:** Full time Fixed term contract - 3 months initially (possibility of extension)

Reporting to

Director of Communications and Marketing

**Core Purpose of the Role**

The Board of ISPCC Childline has recently approved a new, innovative, strategy that seeks to ensure that every child in Ireland can access our support where and when they need it. Our support services are branded as 'Childline' and have an ethos based on building resilience. This is a significant ambitious programme, underpinned by digital transformation and fundraising growth that will futureproof our charity by ensuring we remain relevant to our key audience – the 1.2m children and young people under the age of 18 in Ireland.

Critical to the achievement of this vision is strengthening our talent pool with the creation of new roles within the organisation to deliver on our ambition. The Digital Marketing Executive (Project Assist) is one is one such role and sits within the organisation's Communications and Marketing team.

The candidate will be responsible in the provision of project activities, working closely with key stakeholders (external and internal), in addition to the Marketing & Communications to achieve the overall goal of transforming ISPCC.ie and Childline.ie. Such transformations align with the ISPCC's strategic purpose of strengthening resilience in children and young people.

Based in Dublin, (although working remotely during the Covid-19 pandemic) this role presents an exciting opportunity for a highly motivated, creative, individual to join the busy team at the ISPCC.

The following job description is not intended to be a comprehensive list of all duties involved in the role. Consequently, the successful candidate may, on occasion, be required to perform other duties as appropriate to the post.

**Key Responsibilities**

- Assist the Director of Marketing and Communications and Project Team in realising the vision for digital platforms
- To oversee the design and development of the websites
- Conduct consultations with senior leadership team and relevant personnel identified to scope and inform website transformation project
- Overseeing the implementation of new service developments to that websites and identify any new system requirements that may be required
- Adhering to the project plan timelines and deliverables

- Conduct research (where necessary) to inform project plans
- Work closely with consultants, external experts, stakeholders, partners etc. to advance the project.
- Ensure the experience of the user is at the core of transformation projects (UX user cases etc.)
- Utilise available analytics to inform key development areas, functionality and user journey
- Assist on the development of written and visual content for websites and digital platforms
- Day to day relationship management with external agencies to ensure timely delivery of projects and maintaining value for money
- Manage content curation for specific areas of websites
- Assist in producing high-quality, content to children, young people (Childline.ie) and parents and carers (ISPCC.ie)
- Establishing and maintaining strong relationships key stakeholders and within the wider sector, to leverage endorsement, expertise and content

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### Personal Specification

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- Experience of working in Marketing or Digital function where website development and digital change projects were undertaken
- Sound understanding of user experience and journeys on digital platforms, SEO, keywords and good working experience and knowledge of content management systems
- Strong inter-personal skills demonstrated by effective working within, teams of multi-functional employees to achieve organisational goals
- Ability to take direction and take own initiative
- Highly proficient use of the English language, to include writing, editing and proof-reading
- Highly creative and expert storyteller with sound understanding of content for digital platforms
- Comprehensive familiarity or interest in developments in online content for children, young people, parents and carers
- Ability to work efficiently and effectively on a number of simultaneous projects, towards achieving organisational goals
- Excellent time-management and personal effectiveness skills
- Strong communication and listening skills, with an ability to think laterally and identify new content opportunities
- Sound decision-making abilities, backed by evidence
- Experience working in a fast-paced environment with exacting and high standards
- Excellent planning and organisational skills
- Evidence of a natural growth mindset, illustrating curiosity and open-mindedness while continuously seeking self-improvement

## Essential Requirements

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- At least 3/4 years experience in a similar role or related role
- Experience of working in a marketing or digital transformation role (project start to project end)
- Third-level qualification in Marketing / Communications / Digital Marketing or closely related field
- A qualification in digital marketing would be a distinct advantage

## Desirable (not essential)

- Competency in using Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects etc.)
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## Key Relationships/contacts (Internal)

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- ISPCC Director of Communications and Marketing, Director of Services, Director of Fundraising and Development, Director of Finance and IT, Project Manager.
- Digital Marketing Executive and Digital Content Producer - across all digital platforms
- Communications Coordinator
- ISPCC Services team, ISPCC IT Team
- External and internal stakeholders, network and sector contacts