

**Information Pack**

**Digital Marketing Executive  
Based at**

**MS Ireland National Office  
80 Northumberland Road  
Dublin 4  
Hybrid**



## JOB DESCRIPTION

Job title:	<b>Digital Marketing Executive</b>
Location:	Hybrid but will need to be available to work from our National Office several days a week.
Reports to:	Fundraising Manger
Contract Duration:	Fixed One Year - Full Time

MS Ireland is now seeking a skilled **Digital Marketing Executive** to work as a key member of our National Fundraising and Communications Team. Your focus will be to support the fundraising and communications team to champion digital fundraising across the organisation and maximise digital fundraising opportunities through a variety of channels, products, and tools, helping us grow our digital capability and achieve targets in 2022.

The Digital Marketing Executive will create and manage new revenue streams and add digital depth to existing streams. To succeed in this role you will need to have experience in recruitment and retention through digital channels, including email, search and display. The successful candidate will work closely with the Fundraising Manager to ensure fundraising objectives are being met and the Communications Manager to provide key digital expertise to ensure communications objectives are being maximised. The ideal candidate is a digital professional with exceptional soft skills and an ability to produce engaging digital content.

### Main Duties Include

- Work with the Fundraising and Communications team to develop national strategies for email, search and display, paid social and other digital marketing channels.
- Identify potential new and innovative digital activities to recruit new supporters and maximise long-term net income.
- Work with global colleagues and be the lead for the Irish digital May 50k campaign to maximise performance
- Work with our branch network to develop suitable digital fundraising opportunities at a local community level

- Manage the cost effective and timely execution of new and existing digital fundraising campaigns and optimisation projects from beginning to end.
- Monitor key performance indicators related to digital performance and draft reports for senior management, the board, funders and other stakeholders
- Work with the team to provide context and insight for digital reporting documents, covering specific campaigns and the overall programme.
- Work closely with the fundraising and communications team to ensure online and offline fundraising campaigns are integrated and digital channels are used effectively for retention and development of supporters.
- Take lead responsibility for the development and operational running of the digital fundraising programme
- Provide advice and any relevant digital training to colleagues.
- A/B test different content marketing approaches and refine approaches based on outcomes
- Lead and develop search and display projects for MS Ireland
- Stay up-to-date with digital trends and advocate for the adoption of new digital tools where relevant

**Used to working as a member of a busy team the ideal candidate will be;**

A highly motivated, energetic and enthusiastic digital specialist with a minimum of two years' experience in a digital advertising, fundraising or agency role. They will be educated to degree level in a relevant discipline with training in digital marketing. The ideal candidate should have a proven ability to create compelling content and curate engaging digital channels with basic graphic design and video editing skills. Potential candidates will be expected to share examples of successful engaging digital campaigns they have lead in the past if called to interview.

**Contract**

- This is a full time role one year fixed contract with the view to permanent position in the future.

Applications with CV and Covering Letter to

[mylesp@ms-society.ie](mailto:mylesp@ms-society.ie) (**Must include Ref: Dig01 in the subject bar**)

**Closing Date:** 12th January 2022

**MS Ireland Background**

**MS Ireland** is the only national organisation working solely on behalf of people living with Multiple Sclerosis and the many thousands of people who share their lives. The aim of the Society is to enable people living with MS to live their lives to their fullest potential, to participate in all aspects of society and to foster research on a national and international basis to identify a cure for Multiple Sclerosis.

**The objectives of the Society are:**

- Facilitate People with Multiple Sclerosis (PwMS) to control their lives and environment, to live with dignity and participate in the community.
- Provide support for the families and carers of PwMS.
- To exchange and disseminate information relating to MS.
- To co-operate with the Medical, Scientific, Social and Caring professions.
- To promote scientific research into the causes of, cure for and management of MS.
- To provide and identifiable focal points by developing an efficient, effective and caring organisation to serve the needs of PwMS.

A wide range of services and programmes have been developed and implemented by the MS Society. These services and programmes are designed specifically to meet the needs of the MS community and to ensure that the fundamental aims of the MS Society are achieved on behalf of the MS community. Such services include:

- National MS Information Line
- MS news magazine
- Information booklets
- Respite care facilities
- Funds for MS research in Ireland
- National and Regional conferences on MS
- Regional offices with professional staff in each Health Board area
- 31 branches nation-wide

## **Multiple Sclerosis**

Multiple Sclerosis is a serious condition, which damages the central nervous system-the brain and the spinal cord. MS occurs as a result of scarring the myelin sheath that insulates cells in the nervous system. This distorts the passage of nerve impulses between the brain and other parts of the body. It interferes with the brain's ability to control such functions as seeing, walking, talking etc. It's called multiple because many scattered areas of the brain and spinal cord may be affected and symptoms can be mild or severe and come and go unpredictably.

Multiple Sclerosis is the most common neurological disabling disease affecting young adults throughout Europe, 9,000 people in Ireland and in some parts of Ireland the rate is 1 in 400. The prevalence is higher in Northern Ireland and Scotland. There is yet no conclusive reason for this although intensive research has been carried out.

The typical age of diagnosis is the late twenties to mid-forties, when family and career are usually the priorities. Twice as many women as men have MS. There is as yet no known cure.

There is no typical MS, it is individual to each person, the progress is unpredictable so one general description or prognosis is not possible. This leads to other problems, not only do people with MS have to learn to cope with the disease, there will also be pressure on members of the family to take on the role of carer.

For more information about Multiple Sclerosis and the Multiple Sclerosis Society of Ireland please see [www.ms-society.ie](http://www.ms-society.ie)