

JOB DESCRIPTION:

Date: 26/08/2022

Job Title:	Marketing Communications Executive
Location:	Based in MS Ireland, 80 Northumberland Road, Dublin 4 & hybrid
Role purpose:	The Marketing Communications Executive will manage the marketing communications function of MS Ireland. They will ensure that the organisation has in-place a communications process that meets the needs of the organisation and all its audiences.

Reports to:	Fundraising Manager
Contract Type:	3 year contract
Salary:	Competitive

Key Duties to Include:

1. Prepare and deliver a creative and comprehensive marketing and internal communications plan as part of overall marketing communications strategy in line with MS Ireland's Strategic Plan and organisational goals
2. Manage the MS Ireland website, responsible for new projects as part of MS Ireland's digital strategy. Point of contact between MSI and our website providers. Experience with content writing, uploading and CMS (Drupal) an advantage
3. Oversee all of MS Ireland's public relations for our fundraising and advocacy campaigns, create and issue press releases while working with the media in securing regional and national features
4. Together with the fundraising team, create, implement and enhance national marketing communications schedule and planning for all campaigns
5. Together with the services team, create, implement and enhance national marketing communications schedule and planning for all services, events and programmes
6. Manage brand consistency internally through each organisational department and externally through campaign activity
7. Partner with key stakeholders to deliver national and international projects
8. Lead on copy-writing and production of all marketing materials and key publications including Annual Report and MS news magazine.

9. Responsible for all social media accounts and strategy for MS Ireland. Experience in content creation, scheduling, and social media analytics.
10. Oversee the management of a national case study database
11. Ensure staff are well briefed on key communications activities and issues
12. Develop key messages; lead on creating and maintaining appropriate and consistent language and terminology across all media.
13. Prepare and monitor annual national communications budget
14. Direct and manage volunteers, interns and communications team members as necessary.
15. Manage our E-zine data base, creating weekly emails and distributing them to our community. Experience working with a mailing platform, mail chimp / Pardot would be an advantage.

Person Specification

Qualifications and Experience

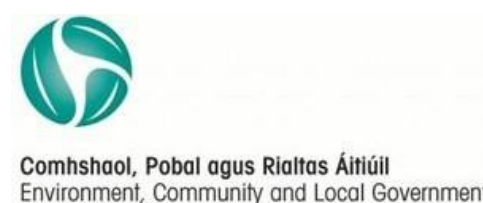
- Third level qualification in marketing, communications or digital marketing
- 3 years post qualification work experience and proven track record in marketing communications
- A track record in creative marketing communications strategy development in a similar organisation.
- Experience of brand development and implementation of clear branding guidelines.
- Experience working with a content creation tool (Canva) would be an advantage for creating and editing images /video.
- Experience and knowledge of paid for digital marketing campaigns, namely Facebook advertising, Google, twitter, and LinkedIn
- Project management of third party sponsored national communications campaigns, where you function as the main point of contact for MS Ireland. Experience of agency management essential.
- Experience of creating report documents and booklets, PowerPoint presentation presentations and post campaign results reports.

- Knowledge of MS Ireland’s work and the healthcare environment in general with an understanding of key communications objectives.
- Experience and a keen interest in digital media (including web, social, audio-visual, etc.)
- Experience of web development and database management
- A working knowledge of all IT systems used in the office environment
- People management experience

Skills

- Creative marketing communications expertise
- Self-starter, working off own initiative and with well-developed analytical skills
- Excellent written and verbal skills, attention to detail essential
- Team player with excellent interpersonal and networking skills
- A proven ability to work effectively under pressure often to tight deadlines
- Commercially aware with an ability to budget and account for the finances of in- house events and campaigns
- Awareness of health literacy

Funding: MS Ireland is supported by a multi-annual funding programme through the Scheme to Support National Organisations, provided by the Department of the Environment Community and Local Government and administered by Pobal. This scheme covers the period July 2022 to June 2025.



The above is a guide to the nature of the work required. It is not wholly comprehensive or restrictive. This job description will be reviewed in line with business needs.

Applications to include CV and covering letter, by email to recruitment@ms-society.ie

Please ensure you identify your email by stating Marketing Communications Executive in the subject bar.

MS Ireland is an equal opportunities employer.