

**Job Description**

**Title:** Strategic Digital & Marketing Manager

**Location:** Focus Ireland, 9-12 High Street, Dublin 8

**Reporting to:** Co-Director Fundraising & Marketing

**Type of Contract:** Permanent, Full-time

**Primary Purpose:** Focus Ireland has developed an ambitious strategy to - prevent homelessness ever occurring for as many people as possible, to provide effective support and solutions to homeless for those who do become homeless and to also continue to provide a safe and secure homes for its current and future customers. In 2017 we helped more than 14,000 people in over 70 centres nationwide.

The Strategic Digital & Marketing Manager will play an important role in delivering the brand and digital strategy for the organization – helping to grow awareness of and engagement with Focus Ireland by growing understanding of our work and impact both online and offline.

The core responsibilities of the role will be developing and driving the digital strategy, creative development and content delivery that supports our core messaging and strategy as well as management and reporting on our website, digital, social media and internal communication channels. This role will develop specific integrated marketing campaigns to key target audiences and online personas and guide teams across the organization on creative development for marketing campaigns.

The Strategic Digital and Marketing Manager will play a crucial role in ongoing digital transformation across the organization, advising on cross-functional teams and committees, contributing expertise in digital platforms and resources and working with and managing third party suppliers to deliver the strategy,

## **Campaign management and content creation**

- Responsible for the delivery of effective timely and measured campaigns both online and offline to key audiences
- Leadership across the organization on the delivery of compelling content and storytelling that puts Focus Ireland customers' and the impact of our work at the heart of what we say and do - for multiple channels and formats - copy development, video, audio, radio, social, email, website
- Management of messaging and engagement across social media channels in particular Facebook
- Managing third party agencies and corporate partners to optimise our use of resources and deliver best in class content

## **People Management**

- Form, motivate and retain a high performing digital and marketing team
- Management of a diverse team with a range of skills sets and objectives to deliver against stretch targets
- Balance workloads and ensure effective prioritization of campaigns, content requirements and reporting requests
- Ensure consistency of meetings, objectives tracking, skills and knowledge development for the digital and marketing team

## **Website management and development**

- Ensure ongoing management and maintenance of the Focus Ireland website through the web officer and supporting third party agencies
- Oversee continuous improvement of the website experience for key personas and target audiences
- Oversee the delivery of monthly reporting on all online activities and ad hoc campaign reports and analysis for teams across the organization

## **Cross- team working**

- Continue to develop a culture of innovation, learning and digital leadership across the organization
- Supporting the executive in delivering digital transformation – advising on latest trends, channel information, and resources
- Working with fundraising, advocacy, services management and HR to support the delivery and evaluation of digital, brand and content marketing campaigns
- Working with service and project managers to develop brand, marketing collateral, key advertising
- Working across the organisation as brand champion, ensuring key messages and brand consistency and impact through teams. Manage a successful brand sign off and stewardship process with learnings fed into continuous brand development

### **Systems, Budgets and Reporting**

- Delivery of monthly KPI reports across website, SEO, digital fundraising and social media channels escalating opportunities and risks where appropriate
- Delivery of a suite of digital reporting tools and dashboards, leading the digital and wider teams to become data and insight driven
- Management of expenditure and campaign budgets on an on-going basis ensuring all activity is implemented within budget
- Ensuring full website security, legal and GDPR compliance

### **General**

- Undertake any relevant work delegated by the Co-Directors of Fundraising and Marketing or CEO
- Share Focus Ireland's values, participate as a full member of the Focus Ireland team and support activities across the whole organisation as appropriate.
- Engage in regular one to one sessions with the Co-Director of Fundraising and Marketing.
- Participate in relevant training and development courses as agreed with the Co-Director of Fundraising and Marketing
- Be vigilant to any Health, Safety and Welfare risks in the workplace and bring any concerns to the attention of your manager or Health & Safety Representative

### **Essential Criteria**

- Demonstrable experience of communications/marketing experience, with significant experience in leading social media and digital initiatives
- A strong track record in people management, running a high performance team, achieving results within a team setting
- Highly developed project management skills and the ability to lead and prioritise multiple projects and cross-functional teams
- Proven ability to translate organizational messages and objectives into compelling content
- Proven track record in developing and executing highly effective creative and digital campaigns
- Highly developed campaign analysis and reporting skills with the ability to plan for and identify actionable insights which optimise campaigns
- Experience of brand and internal communications management in a large organization/corporate setting
- Delivery of excellence in execution and high performance campaigns through third party suppliers
- Advanced expertise in leveraging social media channels – Facebook, Twitter, LinkedIn
- Knowledge of website analytics, SEO/SEM and Google advertising with demonstrated success in increasing website traffic, lead generation and conversion rates