

Job Vacancy: Digital Marketing Specialist

Background

Skillnet Ireland is a Government agency dedicated to the development of leading-edge talent for Irish enterprise. Our mission is to “help businesses in Ireland to be the best they can be, through innovative and enterprise-driven people development”. We partner directly with companies and industry groups to ensure we understand their needs and talent priorities. We also help companies understand the future of work and how to embrace innovation, driving more successful and competitive businesses. By combining Government and private sector investment, our approach incentivises talent development and drives quality and impact in the programmes delivered. Through our joint-investment model with industry, we invested ca. €70m in Ireland’s workforce during 2021, supporting over 20,000 companies and 80,000 individuals nationwide.

Digital Marketing Specialist Role

Skillnet Ireland is seeking a Digital Marketing Specialist on a 12-month fixed term contract to work as a key member of its Communications and Marketing team. We are looking for an experienced individual with a proven track record of planning and executing marketing and communications campaigns. Working closely with the Communications and Marketing Manager, the role holder will support the communications campaigns of key Skillnet Ireland projects, to enable the implementation of Skillnet Ireland’s Strategy.

The successful candidate will be experienced in the delivery of successful marketing and communications campaigns with a particular emphasis on digital marketing campaigns. The candidate will also be experienced in managing multiple projects to tight deadlines and possess excellent writing skills and an acute attention to detail. It is essential that the successful candidate is highly motivated with strong interpersonal skills and a proven ability to build and maintain positive relationships with a diverse range of stakeholders.

Key Responsibilities

- Develop, design, and implement comprehensive integrated communication programmes in support of Skillnet Ireland’s strategy and communications objectives, to internal and external audiences including media, internal stakeholders, government departments and agencies, and the broader business community and workforce.
- Develop, manage and report on digital campaigns that promote Skillnet Ireland and our programme offering, working with colleagues inhouse as well as external partners.

- Execute Skillnet Ireland’s corporate social media strategy and develop creative and engaging campaigns to support this strategy on our key channels.
- Manage the day-to-day operations of all social media channels such as LinkedIn, Facebook, Twitter, Instagram (ads only), YouTube and Google Ads – including developing and adapting content for different channels.
- Monitor, analyse and report on social media performance using tools including Google Analytics, Hootsuite and native channel analytics and insights. Recommend improvements to increase performance and reach.
- Manage email marketing campaigns including the development of content and content briefs, and campaign execution and reporting, using MailChimp.
- Create engaging content and messaging (text, visuals, blogs, video, GIFs, advertisements etc.) for publication across a variety of platforms using tools such as Canva, Adobe Photoshop/Illustrator and others.
- Plan, manage and deliver content distribution across different platforms using scheduling and planning tools such as Hootsuite, WordPress and native channels.
- Provide marketing and communications guidance and support to Skillnet Business Networks, and manage Network compliance with marketing and communication policies, guidelines, and procedures.
- Ensure brand compliance across all projects maintaining the brand integrity of the Skillnet Ireland portfolio of brands across all marketing initiatives and communications.
- Event management; including identifying opportunities, producing content for professional events using relevant technologies, briefings for external stakeholders and event evaluations.
- Monitor communications and marketing project expenses as requested and manage delivery of projects on time and within budget.
- Managing projects, workflow and content, using project management tools where required.
- Support the Marketing & Communications team with other cross functional duties as required.

Requirements

- 3rd level qualification in marketing, communications, PR or related discipline.
- 5 years+ in a marketing or communications function, dealing directly with digital marketing, brand management and brand marketing.
- Extensive digital marketing skills including SEO, AdWords, PPC, email and social media marketing as well as ability to set up digital analytic tools and reporting.
- Excellent inter-personnel and communication skills (both verbal and written) with the capacity to write succinctly and accurately.
- Strong copywriting skills and experience delivering compelling content across various formats (e.g. blogs, newsletters).
- Team player with an ability to collaborate effectively and gain the commitment of a broad stakeholder group.
- Demonstrate a high degree of originality and creativity and proven track record of formulating and delivering effective marketing and communications programmes.
- Project management and effective organisational skills with the ability to work to deadlines.
- A “can do” attitude and consistently energetic approach to work, taking personal responsibility for the delivery of objectives and overcoming challenges. Experience of working with high performing individuals and teams.

Application Details

Please forward your Curriculum Vitae with a covering letter outlining the experience and strengths you would bring to the role. Applications should be emailed to recruitment@skillnetireland.ie

The closing date for applications is 5pm, Friday 21st January 2022. A competitive package will be offered to the successful candidate.

This role is offered on a 12-month fixed term contract, subject to a standard probationary period, based in Sandyford, Dublin (temporarily remote). Further information on Skillnet Ireland is available at www.skillnetireland.ie

Skillnet Ireland is an equal opportunities employer.