

# Communications Executive



## Job Description

### About the Irish Kidney Association

The Irish Kidney Association is a charitable voluntary organisation founded in 1978. We are dedicated to meeting the needs of renal patients and their families and carers, living with and affected by end stage renal disease. These needs are spread across all aspects of life – medical, social and psychological.

### Job Purpose

We are seeking a talented Communications Executive to join our team. The ideal candidate will be passionate about digital media, possess excellent communication skills, and have a keen eye for detail.

Working with a passionate team You will be responsible for creating compelling content, managing social media platforms, and implementing digital education and marketing campaigns to

- address the needs of our internal audience,
- increase public visibility and engagement with kidney disease
- Promote organ donation for transplantation
- promote fundraising.

### Qualifications & Essential Criteria

- Bachelor's degree, or equivalent, in Marketing, Communications, Digital Media, or related field.
- Proven experience in digital communications, social media management, or digital marketing.
- Strong writing and editing skills with the ability to create clear, concise, and engaging content.
- Proficiency in using social media platforms, content management systems (CMS), and email marketing software.

- Knowledge of SEO principles, Google Analytics, and other digital marketing tools.
- Excellent organisational skills with the ability to manage multiple projects and deadlines effectively.
- Creative thinking and problem-solving abilities.
- Strong interpersonal skills and ability to work collaboratively in a team environment.

**Desirable:**

- Experience with graphic design and video editing software is a plus.

The above is a guide to the nature of the work required. It is not wholly comprehensive or restrictive.

## **Areas of Responsibility**

- Develop and implement digital communications strategies to promote the Irish Kidney Association initiatives across various online platforms.
- Create engaging content for our website, blog, social media channels, and email newsletters.
- Manage and monitor social media accounts, including scheduling posts, responding to inquiries, and analysing performance metrics.
- Collaborate with internal teams to ensure consistency in messaging and branding across all digital channels.
- Stay up to date with sector trends and best practices in digital communications and marketing.
- Measure and analyse the effectiveness of digital campaigns using analytics tools and adjust strategies as needed.
- Assist in the development of digital marketing materials, including graphics, videos, and other multimedia content.
- Working with management team engage with key voluntary and statutory partners.
- Provide support for events, webinars, and virtual conferences as needed.

## **Benefits:**

- Competitive salary commensurate with experience in the range of €37,000 to €45,000
- Opportunities for professional development and career growth.
- A friendly, supportive and inclusive work environment.
- Good work/life balance
- Employers pension contribution of 5% on successful completion of probation

- The role is based in the IKA offices in Parkwest, Dublin 12 working under a hybrid model with an option of 2 days working from home
- Cycle to work scheme

## **How to Apply:**

If you are passionate about digital communications and ready to make an impact, we'd love to hear from you! Please submit your CV and cover letter to [recruitment@ika.ie](mailto:recruitment@ika.ie) and put **Communications Officer** in the Subject line. Closing Date 5pm 24th May 2024.

Applications will be screened based on your cover letter and CV and Interviews will take place on a rolling basis.