

Job Description

Title: Marketing and Events Manager

Organisation: The Irish Blue Cross Animal Welfare Charity

Responsible to: Charity Manager

Based: The Irish Blue Cross, 15A Goldenbridge Industrial estate, Inchicore, Dublin 8

Overview of the role:

The Irish Blue Cross is at an exciting stage of development as one of Ireland's foremost animal welfare charities. Central to the continued success of our services, is our marketing and fundraising unit, which funds this valuable work. There is now an exciting opportunity, following on from a vacancy, for a **Marketing and Events Manager** to join our small team at a critical time in our development.

The **Marketing and Events Manager** will be responsible for marketing the Charity's activities and maintaining and growing existing fundraising event income levels from the community and public. The role of the **Marketing and Events Manager** is to raise the profile of the organisation, as well as funds for The Irish Blue Cross through maintaining a calendar of community based events, developing new fundraising initiatives, utilising digital marketing, traditional marketing methods and public relations to maximise awareness.

The ideal person will have three to five years' experience in a charity or business environment. The person will have marketing experience and be proficient in implementing a marketing strategy. The person will also be experienced in developing and coordinating events with the community/public, and will manage an existing calendar of events as well as introducing new initiatives that will increase fundraising income from the community. The ideal person will also have the expertise to write in-house press-releases and have the ability to pursue media publicity to primarily lift our marketing and fundraising efforts.

Key duties and responsibilities:

- Create, develop and manage an integrated marketing and PR strategy for the Irish Blue Cross.
- Be central to maintaining & updating the Charity's brand & growing its presence through public relations activities
- Manage all online & offline marketing channels (website, social media, e-newsletters, print material, etc.)
- Manage the existing calendar of fundraising events and initiatives, including sponsored dog walks, raffles and direct mail campaigns
- Manage fundraising volunteers, committee/s, sponsors and other stakeholder relationships effectively and professionally
- Manage a part-time Fundraising Assistant and other roles as required
- Liaise effectively with the management team, supporters, suppliers and the media in achieving the fundraising objectives of the Charity

Person specification:

- Proven experience in implementing & managing marketing/fundraising initiatives in the voluntary or business sector
- Education to degree level, preferably in marketing, communications, business or similar
- Ability to manage a fundraising committee, in-house team & volunteers
- Proven experience in website optimisation, social media & email marketing
- Strong organizational, budgeting, project-management skills with ability to prioritise & plan particularly in times of significant pressure
- Ability to think creatively & develop innovative marketing/fundraising projects
- Demonstrated ability to work independently & within a collaborative team
- Effective communicator with excellent interpersonal, writing & attention to detail skills
- Ability to self-motivate, work on own initiative & adhere to strict deadlines
- High level of proficiency in Microsoft Office suite & a fundraising database (Raiser's Edge desirable)
- Full clean driving license & own car
- Fluent English

Detailed Job Description Available on Request and on www.bluecross.ie

Salary: Circa €40,000.

The Irish Blue Cross is an equal opportunities employer.

Apply with a CV & covering letter to chris.conneely@bluecross.ie

Closing date: 6.00PM, Sunday 19th March, 2017.