

## **JOB DESCRIPTION, February 2017**

**Title:** Marketing and Events Manager, The Irish Blue Cross

**Reporting to:** Charity Manager

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

### **The role**

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.

### **Key duties and responsibilities**

- Generate awareness for The Irish Blue Cross through development and implementation of an integrated marketing strategy for the organisation, incorporating digital marketing, off-line and traditional marketing methods.
- Measure and report performance of all digital marketing campaigns, and assess against goals.
- Hands on in the production of marketing materials, including all printed literature, website content and email marketing.
- Maintain all social media portals to continuously engage supporters, donors and friends of the organisation and develop meaningful connections.
- Liaise effectively with the management team, supporters, suppliers and the media in achieving the fundraising objectives of the Charity.
- Implement suitable fundraising events and activities to maximise support from new non explored sectors (e.g. pet owners, corporates, equine, etc).
- Engage in researching, identifying and testing new ideas in addition to the existing fundraising calendar of events and continuously develop the Charity's fundraising strategy.
- Deliver presentations and talks to assist in educating potential supporters, sponsors and fundraising volunteers.
- Maintain office and fundraising accounting procedures through the daily management of the Irish Blue Cross Raiser's Edge database - recording donations and responding to correspondences as appropriate.
- On a day-to-day basis you may be required to assist with administrative duties in the event that administrative staff may require your assistance.

## **Key goals/objectives related to the post:**

- **Marketing:**
  - Increase the profile of the Irish Blue Cross by developing and delivering on an integrated marketing strategy specific to the organisation.
  - Greatly broaden awareness for the Charity online via a fully developed digital marketing strategy.
  - Develop marketing campaigns and materials for the organisation to raise awareness, profile and generate donations.
  
- **Fundraising: -**
  - Promotion, managing and coordinating a calendar of key community events and direct marketing initiatives, including the Easter Raffle, the 'Bark In The Park' sponsored dog walk events, the Mini Marathon and others.
  - Recruitment and management of volunteers to assist with various fundraising activities.
  - Increase income from community events, Christmas cards and other Charity merchandise.
  - Assess and evaluate the above range of fundraising activities with a view to implementing more profitable activities and testing new ones.

## **We are looking for someone with:**

- At least three years' experience in a marketing, fundraising and event management or co-ordinating role in the not-for-profit or commercial sector.
- A very good understanding and keen interest in digital marketing and new media techniques.
- Excellent communication and presentation skills.
- Excellent event management skills.
- Ability to prepare and manage event budgets and report on financial performance of projects.
- Experience of working with external suppliers to deliver successful projects and campaigns.
- Strong event planning and project management skills.
- Ability to work on own initiative and work to deadlines.
- Excellent computer skills and database management experience.
- Fluent English.

## **Reports to**

Charity Manager

## **Contract terms and conditions**

This is a full time position based in-house, subject to performance with a six month probationary period.

The hours of work 35 hours per week, Monday to Friday, with some evening and weekend work required and a flexible approach to working hours as with all event management roles.

Salary: Circa EUR40,000

## **How to apply for this post**

To apply please submit your CV and cover letter in the strictest confidence to:

Chris Conneely, The Manager

The closing date for applications is 6.00PM Sunday March 19<sup>th</sup>, 2017.

The Irish Blue Cross is an equal opportunities employer.

This job description is intended to outline key duties and responsibilities for this position. It is not intended to be an exhaustive list of all duties, responsibilities and activities required. A flexible approach to tasks which arise that are not specifically detailed in this job description will be required.

## **About the organisation**

The Irish Blue Cross is an animal care charity (Registered Charity Number 20007959), founded in Ireland in 1945, well known for the provision of pet care amongst the least well off pet owners in the Dublin region. Our teams deliver in the region of 27,000 veterinary treatments and procedures annually at our ten mobile veterinary clinics and the main Inchicore Clinic. Our vets ensure pets are restored to full health and receive the preventative care they require to defend against disease.

The Irish Blue Cross horse ambulance service operates at all Irish race meetings and at main equestrian events such as the RDS Horse Show, Ballindenisk and Tattersalls International Horse Trials each year. Our operatives work closely with veterinary officers to assist equine that become injured or need assistance during the course of racing or eventing.

The Irish Blue Cross operates its main office and small-animal facilities at 15A Goldenbridge Industrial Estate, Inchicore, Dublin 8.