



Job Title: DIGITAL MARKETING AND COMMUNICATIONS ASSISTANT

- **Contract type:** Temporary
- **Reporting To:** CEO
- **Hours:** 24 hrs per week
- **Salary:** €15,000
- **Duration:** 1 year
- **Location:** Westport Civic offices, Westport (flexible)

### ROLE PROFILE

Promote our purpose and brand, run all digital marketing activities to engage, attract, and advocate for Leave No Trace education across the island of Ireland.

**The Opportunity:** Leave No Trace Ireland has a requirement to hire a Digital Marketing and Communications Assistant who will be at the heart of promoting our purpose and brand coordinating all marketing activities to engage, attract, and advocate for Leave No Trace education.

We are looking for a creative marketer and content writer who is passionate about Leave No Trace Ireland. You will have a breadth of creative marketing and communications experience using digital to enhance your reach, message, and engagement. You will be able to demonstrate strong interpersonal, teamwork abilities.

You will be a self-starter and happy to be both a thinker and a doer!

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### The Person

**Communication and Teamwork:** You will hold excellent written and verbal communication and presentation skills and be able to work collaboratively across the Leave No Trace Ireland team to build, enhance, and support our marketing, communications, and event offerings.

**Flexibility and Versatility:** You will be able to plan and manage multiple projects and deadlines with persistence and drive for results. Some travel (post Covid-19 restrictions) maybe be required to support the work.

**Innovation and Creativity:** You will be naturally creative, enjoy idea generation and demonstrate innovative and strategic thinking in the engagement and outreach campaigns you run, alongside ensuring quality implementation.

## Essential Skills

- A Leave No Trace training qualification
- A degree or level 9 equivalent (In accordance with the National Framework of Qualifications (NFQ)) in a relevant discipline is preferred e.g. communications, digital marketing, PR etc.
- Strong strategic understanding of digital communications, social media and email marketing as tools for promotion and engagement.
- Experience utilising CRM systems and email marketing tools to manage and track marketing/communications campaigns.
- Extensive knowledge of social media and google analytics, and the use of metrics to inform campaign strategy and planning.
- Proven excellence in content writing and creation for various channels and audiences including articles, blogs, social media, talks, presentations etc.

## Additional

- Desktop publishing, graphic design and video editing skills advantageous.
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## Key Accountabilities:

### Website and Social Media Channels

- Manage and oversee website content production and administration including the planning and creation of regular and engaging content for LNT blog
- Develop and manage monthly multi-channel social media calendar to achieve organisational objectives and grow LNT's online community across Instagram, Facebook, Twitter and LinkedIn
- Prepare and present monthly analytics reports on LNT online engagement

### Support content creation for digital campaigns and annual events

- Design and implement digital engagement campaigns for key stakeholders to include campaign strategy, messaging, design, planning and implementation
- Use analytics to review and inform campaign strategy and planning both during and post campaigns to measure effectiveness

- Report on campaign success against agreed goals

### **Build, Develop, Promote LNTI Brand amongst key stakeholders**

- Grow and increase LNTI'S brand awareness within youth, education, public, government and corporate sectors
- Identify opportunities to promote LNTI'S brand amongst new and existing target markets
- Create engaging digital content to tell the LNT story to existing and new target audiences
- Share engaging partner-specific communications and content to increase partner engagement and experience.

### **Recruitment and Sales of Leave No Trace Members**

- Develop digital marketing to support recruitment and uptake of LNT educational offerings for new members
- Develop lead generation digital campaigns to support recruitment efforts
- Develop and create engaging content to support campaign outreach

#### **Application Details:**

To apply for this role, please email [maura@leavenotraceireland.org](mailto:maura@leavenotraceireland.org) with your CV and cover letter. Closing Date: 5pm on Thursday 26<sup>TH</sup> January 2021