

Marketing & Fundraising Executive

Job Title:	Marketing & Fundraising Executive
Organisation Description	Galway Simon Community is a registered charity that provides support and accommodation services to those who are homeless or at risk of homelessness in Galway, Mayo & Roscommon
Reports to:	Head of Fundraising and Communications
Job Location:	Galway Simon Community, 11 Sean Mulvoy Centre, Sean Mulvoy Road, Galway
Contract Details:	Full-time permanent, 6 months' probation, 37 hours per week.
Salary:	Competitive salary (<i>commensurate with experience</i>)
Main duties & Responsibilities:	<p>Marketing Support for Fundraising Events & Campaigns:</p> <ul style="list-style-type: none"> • Assist the Campaigns and Communications Coordinator in the execution of marketing plans for fundraising events and campaigns. • Support the Head of Fundraising and Communications with the development and implementation of annual Individual Giving fundraising appeals and act as liaison for third party agencies where required. • Developing marketing collateral: liaising with a graphic designer to create posters, flyers, website graphics and social media content. • Digital Marketing: developing content for use across the website, social media and email. • Assist the Community & Partnerships Fundraiser in the promotion of community fundraising events. • Support the Head of Fundraising and Communications with Corporate engagement. • Assist the Digital Marketing Specialist with supporter email marketing communications; developing and implementing email campaigns with detailed segmentation and reporting. • Assist with the development and implementation of donor journeys. • Attendance at events may be required to deliver live social media content • Create post campaign reports that will cover key performance indicators of all areas of responsibilities as mentioned above. <p>Content Marketing:</p> <ul style="list-style-type: none"> • Creating engaging content, in conjunction with Communications & Campaigns Co-ordinator for Galway Simon's website, social media & print media to highlight the impact of Galway Simon's services in our community • Creating and publishing Galway Simon Newsletter. • Organising and carrying out interviews with staff and volunteers, which can be used as content across different platforms. • Transcribing interviews and editing to create engaging content. • Organising and executing photoshoots for press launches.

	<p>Other:</p> <ul style="list-style-type: none"> • Carry out any other duties as required as consistent with the responsibilities of the post • Maintain confidentiality on all matters relating to staff, volunteers, clients and general Simon Community Business. • Adhere to all Galway Simon Community Policies and Procedures currently in operation. • Project a positive image of the Galway Simon Community at all times • Participate in performance evaluation and development. <p>This Job Description is intended to indicate the broad range of responsibilities and requirements of the position. It is neither exhaustive nor exclusive but while some variation can be expected in particular duties, as the position evolves, the outline is considered to provide a reasonable general description of the position.</p>
<p>Job Specification</p>	<p>Essential</p> <ul style="list-style-type: none"> • Third level qualification in Marketing / Business / Digital Marketing. • 1+ years marketing experience. • Proven track-record in a busy Marketing Team. • Experience in planning and executing Digital Marketing campaigns including email. • Experience in copywriting. • Experience in designing and producing marketing collateral. • Excellent IT/systems experience with a willingness to learn new technologies. • Goal orientated and a natural trouble-shooter with strong attention to detail. <p>Desirable</p> <ul style="list-style-type: none"> • Experience in editing and updating website content. • Video editing skills would be a distinct advantage. • Fundraising knowledge and experience working in the non-profit sector would be an advantage. • Confident, warm and engaging personality with a can-do, proactive and innovative approach. • Ambitious, creative and a desire to make a real social impact through this role. • Project management skills • Good interpersonal & communication skills • Ability to self-motivate and innovate
	<p>All applicants should submit a CV and Cover letter to Galway Simon Community. at jobs@galwaysimon.ie, by 5pm on closing date 28th May, 2023.</p> <p>A detailed job description can be obtained from www.galwaysimon.ie</p> <p>If you have any questions in relation to this position please contact the HR department via email jobs@galwaysimon.ie</p>
<p>Galway Simon Community is an equal opportunities employer and welcomes applications from all sections of the community.</p>	