

Title: Marketing Executive

Deadline for Application

Wednesday 18th January 2017 @ 5pm to Claire Shannon (Marketing & Sponsorship Manager)
claireshannon@athleticsireland.ie

Job Description

An exciting opportunity exists to become part of the Athletics Ireland Marketing and Communications team as **Marketing Executive** reporting to Marketing and Sponsorship Manager.

Responsibilities

- Generate timely, compelling, and relevant content for all social media outlets and online platforms (Social Media, SEO, Display, Email etc.)
- Drive engagement across all social media channels
- Identify and develop new social media opportunities
- Work with content management system to regularly update and edit the Athletics Ireland's website.
- Generate content, design and management of monthly Athletics Ireland e-zine and Running News, recreational races e-zines and other communication
- Organise, promote, oversee and report on live streaming activities
- Placement and development of branding at events for sponsors and Athletics Ireland
- Provide comprehensive briefs for photography and videography
- Provide monthly report on media coverage received.
- Deal with general marketing administration duties including maintain up-to-date media contact list

The Ideal Candidate

- Third level degree in Marketing, Communications or Business
- IT/Software knowledge: Photoshop/Adobe / Microsoft Word, Excel, PowerPoint
- Knowledge of Adwords, Google Search Console, Google Analytics Platform, SEO, PPC etc.
- Solid understanding of social media
- Ideally a fan of sport with relevant marketing/work experience
- Excellent copy-writing skills and good communicator
- Good interpersonal skills with an ability to work alongside key stakeholders including sponsors, media and volunteers.
- Ability to work to tight deadlines and multi-task particularly in high pressured environment at championships and recreational events
- Organised with strong time-management skills and ability to meet deadlines and manage own workload.
- Ability to work on own initiative as well as part of a team
- Capable of reporting and tracking progress of key areas of responsibility
- Be flexible and adaptable in an ever changing communication environment

Requirements

- Be willing to work unsocial hours, both weekends and evenings
- Have own transport and clean licence as travelling to and from championships and Athletics Ireland's events is a necessity