

Job Title: PR and Social Media Executive

Deadline for application: Friday 22nd May at 5pm to Sinéad Galvin (Marketing Manager)

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Job Description

An exciting opportunity exists to become part of the Athletics Ireland Marketing and Communications team as **PR and Social Media Executive** (full-time permanent role) reporting to the Marketing Manager.

Responsibilities

- **Championships/Athletes:** Issuing of media releases across all channels and appropriate follow-ups and reporting for national and international championships, announcement of teams for International championships and athlete performances of note. Providing Live Twitter updates at championships & for key performances of note by athletes. Facebook updates to be provided in timely manner. Uploading of releases to Athletics Ireland website. Post event issuing of local press releases and pictures uploaded to social and shared with sponsors.
- **Programmes/Events:** Provide PR and social media support for programmes such as Fit4life, Little Athletics and events such as National Athletics Awards, Recreational Races and Summer Camps.
- **Press Conferences:** Manage the co-ordination and media invitation, athlete attendance and scheduling for press conferences for national and international championships.
- **Media Queries:** Deal with regularly media queries, including requests for athlete interview, responding in timely manner.
- **Reporting Media Coverage:** Provide monthly report on media coverage received. Provide monthly report to sponsor on media coverage received. Co-ordinate annual media audit for sponsor.
- **Social Media:** Keep Athletics Ireland social media channels up-to-date with continuous new, appropriate, relevant and engaging content including development of planned content calendar and relevant reporting. Identify and develop new social media opportunities.
- **Live Streaming:** Organise, promote, oversee and report on Live Streaming activities.
- **Media Administration:** Maintain an up to date media contact list. Maintain comprehensive and accurate athlete profiles. Manage allocation of media accreditation for major championships
- **Briefing Agencies:** Providing comprehensive briefs to photography and video agencies.
- **Website:** Work with a content management system to regularly update and edit website.
- **Promotional activity:** Placement and development of branding of events for sponsor and Athletics Ireland. Organisation of props for photo-call etc.
- **Database Communications:** Generate content, design and manage distribution of monthly Athletics Ireland e-zine and Running Newsletter. In addition to other communication as required.
- **Administration:** Deal with general marketing administration duties including providing names for merchandise clothing.

The ideal candidate

- Third level degree in Marketing, Communications or Journalism
- Ideally be a fan of athletics and have 2 years work experience
- Excellent copy writing skills and overall good communicator
- Good interpersonal skills with an ability to work alongside key stakeholders including sponsors, media and volunteers etc
- Ability to work to tight deadlines and multi-task particularly in high pressured environment at championships
- Genuine interest and a solid understanding of social media
- 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 every changing communications environment
- IT savvy

Requirements

- Be willing to work unsocial hours, both weekends and evenings on an on-going basis
- Have own transport and clean licences as traveling to and from championships is a necessity