

Job Title: Marketing and Communications Manager

About the Dublin Chamber of Commerce

The Dublin Chamber of Commerce represents the interests of businesses, both large and small, in Ireland's capital. The Chamber provides a platform for member companies to promote their business, network with their peers and to help shape both Dublin and the business environment for the better.

Job Description

We are looking for a Marketing and Communications Manager to further the Chamber's objectives, by implementing its marketing and communications activities, including content development to maximise our presence in the marketplace and communicating with members, stakeholders, and the business community.

ROLE RESPONSIBILITIES:

- Develop, co-ordinate and deliver creative, measurable digital and traditional marketing and communication plan to increase sales, enhance business engagement and grow the success of the Chamber.
- Generate compelling, engaging content to support Chamber strategy. Help identify the most effective communication channels to reach relevant target groups.
- Proactively plan and manage the content of the Chamber's website, including the drafting of articles, event listings, blogs, and feeds.
- Co-ordination and development of marketing content for Chamber activities such as events, policy/lobbying, international and all Chamber services when required, issuance of e-shots/marketing brochures. Co-ordination of PR for Chamber events. Organisation and liaison with photographers/PR's.
- Co-ordinate and disseminate a variety of member and non-member communications including; newsletters, our quarterly magazine Business Ireland, event invites and collateral. Collaborate closely with public affairs and events teams to promote the Chamber's lobbying activities and events programme.
- Proactively devise and execute social media campaigns to help promote the work of the Chamber and our member companies.
- Co-ordination of content and production/issuing of Dublin Chamber weekly Newsletter.
- Co-ordination and production of all Chamber's publications and liaison with external design contractors, budget and design responsibility, proactive production and input meeting required deadlines.
- Provide regular reports and key statistics to show the success of communication and marketing activities, to enable informed decision-making. Other ad-hoc duties as required to support the operation of the Chamber.

PERSON SPECIFICATION:

- A minimum of five years' experience in a B2B marketing and communications role
- Experience in the co-ordination and drafting of marketing and communications plans.
- Experience of website management, digital marketing (paid and earned) and social media management and analytics.
- Experience and skill with written communication, designed collateral, advertising, direct marketing, market research, and tools such as Microsoft software suite of products, CRM, visual communication software products.
- Ability to create a positive working relationship with colleagues and external stakeholders; to work in multi-disciplinary teams and to network effectively.
- Ability to think strategically.
- Ability and experience in managing and leading a small team.

Job Type:

Full-time, Permanent

Location: Dublin Chamber, 7 Clare Street, Dublin 2

Salary:

Competitive (TBC)

Education:

Bachelor's degree in a relevant discipline (Required)

Application process:

Please submit a CV and cover letter by email to Sandra Farrell, sandra@dublinchamber.ie. Further information can be obtained in strictest of confidence by contacting Sandra.

Closing Date: Thursday 26th Feb @5pm