



National Women's Council

Job Description

Job Title: Digital Communications and Fundraising Officer

Responsible to: Communications and Social Media Coordinator (will report initially to Head of Communications and Membership)

Main Purpose of the job: The Digital Communications and Fundraising Officer is responsible for developing and implementing digital communications and fundraising campaigns and content to support the strategic goals of the organisation. In particular, the Officer is responsible for developing and updating NWC's website, developing and sending out supporter communication and roll out of digital communications and social media campaigns. The Officer is centrally involved in implementing key aspects of the income generation and membership strategies in relation to digital communications, individual giving and membership engagement. The Officer also supports the development of press materials, sends out press releases and liaises with media during leave periods.

Principal duties:

- ▶ Develop NWC website and support the development of new website
- ▶ Develop and implement digital communications and fundraising campaigns with relevant staff, including NWC's Christmas Appeal
- ▶ Develop and implement NWC's Feminist Changemaker/individual giving programmes
- ▶ Develop social media content/ads (in house or with external agency)
- ▶ Coordinate, draft and send out supporter communication
- ▶ Support staff in designing, developing direct e-mails to members and supporters
- ▶ Manage mailing lists and lead on development and organisation of mailing lists
- ▶ Provide regular digital analytics reports and make recommendations for improving NWC's digital performance (Google analytics, Mailchimp, Facebook ads etc.)
- ▶ Provide website training, Mailchimp training to relevant staff
- ▶ Support NWC media work during busy periods/during leave periods (sending press releases, acting as a contact person for media queries)
- ▶ Develop and keep up to date supporter communication and social media content calendars

- ▶ Pro-actively identify digital tools to improve NWC's internal and external communications systems and outputs and support the strategic development of NWC
- ▶ Support daily posting of social media content
- ▶ Participate in NWC's internal IT committee
- ▶ Participate in NWC team meetings and regular performance management meetings with the Head of Communications and Membership
- ▶ Produce a monthly report for the Director, and report to the NWC Board as required.
- ▶ Undertaking such duties as may reasonably be assigned from time to time by the Head of Communications and Membership and/or Director

Essential experience and skills

- ▶ A relevant third level degree or equivalent third level qualification
- ▶ Minimum 2 years' experience in working in communications/digital communications/digital marketing/fundraising
- ▶ Proven ability to plan and deliver digital fundraising campaigns, achieving desired targets and reporting on impact
- ▶ Proven ability to write and edit highly engaging copy for different audiences across online communications, with demonstrable skills in being clear and concise.
- ▶ Ability to undertake accurate analysis of relevant digital analytics or research and produce jargon free summaries.
- ▶ Demonstrable experience of promoting and protecting an organisation's brand on a variety of platforms.
- ▶ Excellent IT skills, including using Content Management Systems, email marketing systems, social media tools and website.
- ▶ Strong commitment to feminism and good understanding of women's rights, equality issues, the NGO sector and Irish political landscape.
- ▶ Ability to work independently, in a fast pace environment and within competing deadlines
- ▶ Experience of managing relationships with different stakeholders, working as part of a team and using collaborative and partnership approaches.
- ▶ Ability to adopt creative and innovative approaches, testing and using new technologies
- ▶ Ability to work unsocial hours, particularly at weekends (on rota system with Time Off in Lieu given) to post on social media, monitor online activity and take action as required

Desirable experience and skills

- ▶ Knowledge of CRM/Salesforce, Donor Box
- ▶ Experience of project management
- ▶ Knowledge of HTML

Core competencies for the position

- ▶ Ability to represent NWC externally
- ▶ Striving to improve personal performance and commitment to self-development