



National Women's Council of Ireland

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, s/he is responsible for developing and updating NWCI's website, overall and thematic mailing lists and support the development 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 NWCI website and support the development of new website
- ▶ Develop and implement digital communications and fundraising campaigns with relevant staff
- ▶ 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 NWCI's digital performance (Google analytics, Mailchimp, Facebook ads etc.)
- ▶ Provide website training, Mailchimp training to relevant staff
- ▶ Support NWCI 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 NWCi's internal and external communications systems and outputs and support the strategic development of NWCi
- ▶ Support daily posting of social media content
- ▶ Participate in NWCi 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 NWCi 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