

Job Specification – Digital Communications and Fundraising Officer

Essential experience and skills

- A relevant third level degree or equivalent third level qualification
- Minimum 2 years' experience in working in communications/digital communications/web 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 HTML
- Knowledge of CRM/Salesforce
- Experience of project management

Core competencies for the position

Ability to represent NWCI externally

Striving to improve personal performance

Commitment to self-development