

Boardmatch: Communications & Marketing Manager (Part Time) **(<https://www.activelink.ie/node/115110>)**



Role: Communications & Marketing Manager **(P/T, Remote)**

Join the Team at Boardmatch – Make a Real Impact in the Charity Sector!

Location: Mostly remote, monthly team meetings between Dublin 8 and Dublin 2. There may be a requirement to meet more depending on the needs of the charity.

Boardmatch Ireland's leading charity and not-for-profit board recruitment organisation is growing – and we're looking for an enthusiastic and motivated individual to join our dynamic team and lead our Communications and Marketing strategy.

This is a unique opportunity to be part of a mission-driven organisation that works across the full spectrum of the Community and Voluntary sector. No two days are the same, as we support a wide variety of charities and not-for-profits in finding the right trustees and delivering key supports to their boards.

We have ambitious plans, and we're looking for someone who shares our passion and energy to help us continue making a real impact in the sector.

Role Overview

The Communications and Marketing Manager will be responsible for developing and executing effective communications and marketing strategies to support our mission, services, supports, and stakeholder engagement. The role involves a mix of strategic planning, digital marketing, content creation, media engagement, and internal communications. It is important to work closely with the entire team to help make sure our internal and external communications run smoothly.

Key Responsibilities

Strategy, Planning & Management

- Develop and implement a communications and marketing strategy aligned with the charity's goals.
- Support brand development and ensure consistency across all communications.
- Plan and manage campaigns to raise awareness, engage supporters, and promote events or initiatives.
- Managing the Website & Member Officer, especially regarding shared responsibility for the website and the database.
- Management of marketing budget, ensuring to optimise return on investment for all spending.
- Develop measurement and metrics to report on the performance of marketing initiatives to senior management and other stakeholders in the business, enabling high quality decision making
- Manage relationships with third parties if/when required e.g. agencies, freelancers etc

Digital Marketing & Content Creation

- Manage activity regarding the online representation of Boardmatch to a variety of stakeholder groups, e.g. charities, prospective trustees, the non-profit sector. Such activity includes:
 - Website design, user experience, and optimisation

- Content creation for the web, in various formats for a range of audiences.
- Social Media marketing – optimising social channels with quality content, creating and delivering plans to maximise reach and engagement with key audiences.
- Email Marketing – campaign strategies, execution and optimisation, leveraging CRM.
- Develop and design print marketing collateral to support Boardmatch objectives.
- Maintain branding execution and consistency across all marketing channels

Board Matching Service Website

- Oversee and enhance the free online matching service
- Focus on customer success and optimise user experience
- Ensure the platform delivers meaningful and measurable outcomes for users.

Event Promotion

- Lead the marketing campaigns to promote flagship events and initiatives, ensuring consistent messaging and outreach.
- Create promotional toolkits and marketing collateral for stakeholder and partner engagement.

Media & Public Relations

- Build relationships with media outlets and secure media coverage for key stories and campaigns.
- Draft press releases, statements, and responses to media enquiries.

Internal Communications & Support

- Collaborate with teams to communicate service impact and organisational updates.
- Provide communications support for events, campaigns, and stakeholder engagement.

Skills & Experience

Essential:

- Minimum 3 years' experience in a communications, marketing, digital marketing, or PR role.
- Strong writing and storytelling skills with experience creating content across platforms.
- Experience managing social media and websites (e.g., WordPress, Canva, Mailchimp).
- Excellent organisational and time management skills.
- Ability to work independently and as part of a small team.

Desirable:

- Experience working in the charity or non-profit sector.
- Basic design skills (e.g., Canva, Adobe) and video editing.

What We Offer

- A flexible and supportive working environment.
- Opportunities for professional development and training.
- The chance to contribute to meaningful work and make a visible impact.
- 23 days annual leave plus public holidays.

This is a part-time role (3 days per week) with a pro rata salary of €30,000, based on a full-time equivalent of €50,000.

Please send your CV and Cover Letter to hello@boardmatch.ie (<mailto:hello@boardmatch.ie>), with the subject line "Communications & Marketing Manager Application - [Your Name]".

Closing date for applications is 6th May 2025 at 5pm.

Region

Remote / Dublin 8 & Dublin 2

Date Entered/Updated

15th Apr, 2025

Expiry Date

6th May, 2025

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