



Information Pack
Digital Media Officer
July 2022

The following Information Pack provides details on the position of Digital Media Officer with Early Childhood Ireland and the attributes that are sought in a successful candidate.

It comprises the Job Description, the Person Specification, the Terms and Conditions for the position and information on the Application Process.

The Job

Digital Media Officer.

The Person

The successful candidate will play a pivotal role in the achievement of our mission, which is to support and empower our members to provide the highest quality Early Years and School Age Care services for children and their families in centres and childminders' homes.

We are seeking an enthusiastic, highly motivated professional with at least 3 years' experience working in a digital communications role and with extensive experience in planning and creating original content for tailored audience segments across multiple platforms, including social media platforms and websites. You will have excellent organisational, communications and interpersonal skills and be both flexible and dependable. You are a problem solver, with a can-do attitude.

Job Description

Early Childhood Ireland is the leading membership organisation in the Early Years and School Age Care sector, with 4,000 members. Early Childhood Ireland has a strong track record that spans over five decades, and our vision is that every young child is thriving and

learning in quality Early Years and School Age Care in centre-based and childminding settings.

Digital Media Officer is a pivotal role within the Communications Team. The post holder is responsible for the organisation's overall digital presence across both our website and our suite of social media channels. The post holder uses social media, the website and ezines to meaningfully engage with existing members of Early Childhood Ireland, potential new members and other key stakeholders. The aim of the Digital Media Officer is to drive engagement across these platforms and achieve the team's goals in line with the organisation's Strategic Plan 2021 – 2026.

Reports to: Communications Manager

Contract: Full-time, permanent, following probation

Location: The organisation is operating on a hybrid basis. Our national office is based in Tallaght, south Dublin.

Job Purpose

The Digital Media Officer further develops and implements the organisation's digital and social media strategy, creating a range of innovative content and appealing assets that will engage key audiences across multiple digital platforms.

They develop digital content aimed at increasing awareness of and appreciation for the Early Childhood Ireland brand and the work we do, to ensure that every young child in Ireland is thriving and learning in quality, affordable and sustainable Early Years and School Age Care settings. Their expertise supports the overall communications strategy to ensure that the wide range of Early Childhood Ireland's digital and offline communications tools are fully leveraged to realise our strategic goals.

They deliver digital assets that help Early Childhood Ireland to keep members informed, build relationships with stakeholders and promote high-quality practice in the Early Years sector. The role is fast-paced and demanding, collaborating with other teams and working across a range of activities which include but are not limited to developing and implementing a social media content calendar, creating digital assets including video clips, compiling and editing ezines, posting and editing website content etc.

The position focuses particularly on the achievement of Early Childhood Ireland's strategic communications objectives, as well as our communications with members and other stakeholders within the Early Years and School Age Care sector.

Responsibilities

- Work with the Communications Team to plan, develop and implement engaging communications initiatives that resonate with key audiences, in line with our Strategic Plan

- Work with other members of the Communications team to develop innovative and creative ways of developing communications digital materials and approaches
- Contribute to the development and implementation of a focused and ambitious digital communication strategy (including social media and website) that supports the objectives of Early Childhood Ireland across a number of departments including communications, advocacy, membership, research and funding & partnerships.
- Create, develop and coordinate engaging and innovative digital content for the Early Childhood Ireland website and social media platforms
- Ensure that up-to-date news and information which is relevant to Early Childhood Ireland stakeholders is available online, in a timely fashion, and presented in a way that is visually appealing and easy to understand
- Support with the production of ezines
- Support with the production of video content
- Proof-read and edit copy as required when supplied by the wider team before publication online
- Ensure web-based information is archived for future needs and reference
- Support cross-functional teams in maintaining brand consistency across all digital platforms
- Ensure the delivery of a consistent look and feel throughout all web properties
- Liaise with other teams in the organisation to ensure effective communications planning
- Have a hands-on role in activating our extensive communications calendar
- Contribute to the design, co-ordination and running of Early Childhood Ireland's campaigns, focusing particularly on digital and social media assets
- Ensure consistency and coherence of Early Childhood Ireland's messaging (including style, tone of voice etc)
- Support with driving Early Childhood Ireland's digital communications activities around key events such as the National Annual Conference and National Pyjama Day
- Keep up to date with emerging web technologies and relevant developments, making recommendations for improvement as required
- Monitor Early Childhood Ireland's public profile and brand, including social media presence and performance
- Measure / Analyse communications performance and impact
- Promote Early Childhood Ireland, its members and the wider sector at relevant external events
- Undertake relevant duties that may arise and are considered appropriate, such as act as a Communications team rep on projects/activities

Person Specification

Each of the following requirements is essential, unless marked with * when it is deemed as a desirable attribute

- Degree in relevant discipline, for example Digital Marketing
- Excellent understanding of website user journey, accessibility and optimisation

- Extensive knowledge of and experience in running social media platforms on behalf of brands
- Excellent writing skills for tailored audiences and multiple platforms, including ezines, web posts, social media etc.
- Proven expertise in MailChimp
- Strong proof-reading/editing skills
- Expertise in video production
- Experience in using a CMS and in the general management of content for websites
- Familiarity with using an integrated CRM
- Experience in Adobe Creative Suite is a bonus*
- Experience in designing digital assets is a bonus*
- Previous experience working with a membership organisation is a bonus*

Personal Attributes and Qualities

- Strong interpersonal skills, able to work confidently with senior members of the organisation and deal with member queries as required
- Strong organisational skills, able to prioritise and manage multiple projects at once in a busy environment
- Self-starter who works well both under their own initiative and as part of a team

Terms and Conditions

Employer: Early Childhood Ireland

Location: Hybrid – Head office located in Tallaght, Dublin 24

This is a full-time post (35 hours per week) reporting to the Communications Manager. A salary in the range of €35,749 - €45,616 is offered. The starting salary will be commensurate with qualifications and experience.

Benefits:

- Holiday entitlement of 23 days (incremental increases based on service)
- Contributory Pension Scheme*
- Hospital Saturday Fund (Health Plan - Contributory)*
- Death in Service Benefit*
- AA Road Assistance Cover (where travel is required for role)*
- Flexi Time*

**Subject to completion of satisfactory probationary period*

Application Process

To apply, please submit an up-to-date CV and letter of application setting out your suitability for, and interest in the role, for the attention of Rita Dolan via email to: recruitment@earlychildhoodireland.ie before **5pm on Friday, 29 July 2022**.

Shortlisting of candidates may apply and will be on the basis of the Job Description and Person Specification. Candidates may be asked for further information or to undertake other tasks to assist in the assessment process.

Interviews are planned for the week commencing Monday, 8 August 2022.

Early Childhood Ireland strives to be an Equal Opportunities Employer.

Early Childhood Ireland does not require the assistance of third-party agencies at this time.