

Job Specification

Job Title: Marketing Officer
Location: Maynooth, Co. Kildare
Department: Ireland Division
Date: 20/09/2011
Ref: 11/CD/021

Description of the unit / department:	The Fundraising and Marketing section within the Ireland Division of Trócaire is responsible for raising income from the public in Ireland, engaging donors and potential supporters and increasing awareness of Trócaire to create a better understanding of our work.
Background to the Role:	Marketing Officers are responsible for the organisation's work with specific segments of the Irish population. They will plan and deliver all marketing activity. The purpose of this marketing activity is to increase engagement with Trocaire's work and raise money to help the organisation to deliver its mission.
Reporting to:	Fundraising and Marketing Coordinator
Managing: (Individuals/Team)	Periodically some marketing admin support
Contract Type:	Fixed Term Contract
Contract Duration:	2 year fixed term contract.
Grade and Scale:	D grade
Location of¹ Position	Based in Maynooth, Co. Kildare with travel throughout Ireland and occasional travel overseas.
Safeguarding² Children Policy:	Possible contact during campaigns.
Scope of the Role:	The Marketing Officer will work to grow the current fundraising income through a number of existing and new initiatives. Enthusiasm, creativity, initiative, excellent organisational & interpersonal skills and results orientation are critical for achieving successful outcomes in this role.
Key Duties & Responsibilities	The Marketing Officer will: 1. Take responsibility for all work related to engaging and raising money from two or more audience

¹ As this post is based on the Island of Ireland, non EU / EEA nationals will require current and valid permission to work and *reside* in the Island of Ireland as work permits are only issued in exceptional circumstances and for very limited periods. Evidence of this permission should accompany your application.

² All offers of employment with Trocaire may be subject to Garda Vetting/PSNI clearance. All new hires are required to complete a Self-Declaration Form and sign up to our Code of Behaviour contained in our Safeguarding Children Policy – Irish Offices. For additional information please consult the Human Resources Department in our Head Office.

	<p>segments</p> <ol style="list-style-type: none"> 2. Grow the organisation’s understanding of each segment and apply the learning to ensure that all marketing activity achieves the maximum engagement and delivers the optimum fundraising outcome 3. Plan and deliver fundraising initiatives and campaigns (ATL & BTL) designed to have maximum appeal for each segment. 4. Take responsibility for planning, organising, managing and delivering agreed aspects of Trócaire’s existing fundraising projects. 5. Develop all fundraising and marketing collateral material relevant to campaigns. 6. Manage the delivery of all logistical elements of the campaigns with maximum efficiency including nationwide distribution of fundraising material. 7. Plan and deliver outreach work to promote, support and encourage participation in fundraising campaigns. 8. Maximise the use of all media to increase income from marketing initiatives. 9. Develop and manage detailed campaign budgets using existing MIS. 10. Manage agency and supplier relationships to ensure the delivery of the best possible service for Trócaire, while ensuring value for money and adhering to best practice at all times. 11. Collaborate with other Trócaire teams to ensure consistency and best practice in outreach work. 12. Participate with others in developing and delivering the overall fundraising and marketing strategy of the organisation. 13. Use MIS to update database records, extract lists and analyse campaigns. 14. Prepare & present management reports on income tracking, project progress, project reviews and proposals regarding new initiatives. 15. Participate in liaising, planning and implementing the fundraising and marketing strategies of Trócaire Centres (Dublin, Cork and Belfast). 16. Such other duties as may be assigned from time to time.
Person Specification – Essential Requirements (E)	
(E) Qualification	Degree in Marketing or another relevant field.
(E) Experience	<p>3 years experience in Marketing and/or Fundraising.</p> <p>Experience in the delivery of major national marketing campaigns.</p>

	Experience of CRM systems and CRM marketing campaigns. Have a track record of delivering bottom line results
(E) Skills	Excellent interpersonal skills Proven creativity and innovation Excellent presentation skills Excellent organisational skills Experience in financial planning Ability to work well across teams. Ability to enhance systems and logistics.
(E) Qualities	Enthusiasm. Energy and drive. Commitment. Flexibility. Commitment to the organisation's mission
(E) Other	Knowledge of overseas development or Human Rights Flexibility to travel when necessary
Person Specification – Desirable Requirements (D)	
(D) Qualification	
(D) Experience	Fundraising experience
(D) Skills	
(D) Qualities	
(D) Other	
Job Spec created by (Initials):	BR
Job Spec reviewed by HR Officer:	
Job Spec edited by (Initials):	BR
Job Spec approved by (Initials):	EM & JK
Date:	20/09/11