

JOB ADVERTISEMENT - DIGITAL COMMUNICATIONS MANAGER

Mercy International Association (MIA) serves groups of Sisters of Mercy together with their Associates and partners in Ministry from all over the world in working towards a more just and compassionate world. MIA is seeking a skilled, committed and enthusiastic person to fill the position of Digital Communications Manager. This new role involves working collaboratively with other staff members to tell the Mercy Story and engaging the Mercy community through the use of digital means, thereby contributing to the overall mission and vision of MIA.

Title of Position: Digital Communications Manager

Reporting: The Digital Communications Manager will be directed in day-to-day tasks by, and be accountable to the Head of Heritage and Spirituality.

Full-time: This is a full-time position located at Mercy International Centre, 64a Lower Baggot Street, Dublin. This is an office based position. MIA adheres to all government COVID restrictions and staff may work remotely until restrictions are lifted. Standard working hours apply and reasonable flexibility is expected to accommodate international meetings and programme activities.

Working Relationships: The post holder will develop and maintain positive, professional relationships with colleagues, and all with whom they are in contact via email, phone, and in-person. The post holder will be expected to work both independently and collaboratively with the team in Dublin and Mercy Global Action office in New York.

Position Overview: This position will be responsible for developing and maintaining both internal and external communications as well as digital marketing efforts. This role encompasses overall responsibility for communications of MIA in Dublin and at its Mercy Global Action office in New York.

Key Responsibilities:

- Connect with a variety of audiences including Sisters of Mercy, Associates, and Partners in Ministry. The Mercy story is rich and complex, and ideally, the successful applicant would have substantial prior knowledge of it.
- Manage MIA's website and ensure a high level user experience.
- Develop and distribute the e-newsletter including list management.
- Develop strategies for email marketing, paid search, and other digital marketing channels.
- Manage and create content for all social media channels.
- Maintain international brand awareness and manage public relations.
- Support the work of Mercy International by connecting the audience with MIA's programming, fundraising, and justice initiatives.
- Advocate for new digital channels and strategies and identify marketing opportunities.
- Assist with international communications including statements, graphics, and reports.
- Provide communications support to staff members as needed and ensure brand tone.
- Advise on best practices for language, signage, and communications in the Centre.
- Manage the creation and printing of promotional materials as needed.
- All members of staff are expected to support the day-to-day activities of Mercy International Centre as required.

Expected Outcomes: This position will be responsible for communications, marketing, and PR. It is expected that the position will advance MIA's digital presence and enable our audience to effectively engage with our mission and initiatives.

Skills and Abilities Required:

- A formal qualification in communication, marketing, journalism, or related field
- 3+ years of digital marketing or communications experience
- Advanced skills in Adobe Creative Suite (InDesign, Illustrator)
- Website Management (Experience in StoryBlok a plus)
- Email Marketing (E-newsletter, distribution, list management, analytics)
- Content Creation (written, graphic, video)
- G-Suite and Zoom experience
- Brand Management

Skills and Abilities Preferred:

- Google Ads, FaceBook Ads, or similar
- Google Analytics or similar
- Social Media Management: Twitter, Facebook, and YouTube
- SEO/SEM experience
- Optimizing landing pages and user funnels
- Database Management: Salesforce, HubSpot, Blackbaud, or similar
- Public Relations, Media, and Crisis Communications
- International Pre-Press Printing
- Content Creation (Audio)

Personal Skills and Attributes:

- Commitment to the Mission, Purpose, and Ethos of MIA;
- Excellent communication skills, oral, written, and visual;
- Organisational skills, time-management skills, stress management skills, ability to prioritise, and to give attention to detail;
- Ability to develop good relationships with visitors and colleagues;
- Ability to work positively within a team environment while also being able to act independently;
- Commitment to sound work ethics and willingness to work a flexible schedule;
- Cultural awareness and sensitivity.

Please note that this position is based in Dublin, Ireland, and the successful applicant must meet the requirements of Irish employment law and, if necessary, be able to obtain residential and work visas for Ireland.

Remuneration: Salary negotiable based on skills, qualifications, and experience.

Applications and enquiries: To apply for this position, please email a cover letter, a CV and the contact details of two referees, preferably one from your current employer, who can comment on your suitability for the position to: Elizabeth MacNeal, Head of Heritage and Spirituality at heritage@mercyinternational.ie. Only those selected for an interview will be contacted. Any questions regarding this position can also be directed to Elizabeth MacNeal.

Applications for this position must be received by 1 June 2021.