



Job Advertisement – Marketing Executive

An opportunity has arisen for a Marketing Executive role in Sport Ireland Campus.

Sport Ireland Facilities DAC is a subsidiary of Sport Ireland and was established to provide service delivery to the Sport Ireland Campus. The Sport Ireland Campus provides state-of-the-art sports facilities to elite athletes in Ireland while offering valuable amenities to the local community. The Campus boasts an impressive array of facilities including the Sport Ireland National Aquatic Centre, the Sport Ireland National Indoor Arena, the Sport Ireland National Modern Pentathlon Centre, the Sport Ireland National Horse Sports Arena, the Sport Ireland National Dry Land Diving centre and the Sport Ireland Multi Sport Synthetic pitches. Turf Pitches, Campus Conference centre and the Sport Ireland National Cross Country Track have also been opened recently. Planning permission has been received for the National Velodrome and Badminton Centre.

The **Marketing Executive** will work together with the Marketing Manager to implement marketing & advertising strategies for the Sport Ireland Campus and other brands – Morton Stadium, Aquazone, Sport Ireland Campus Fitness.

JOB DESCRIPTION	
Job Title: Marketing Executive	
Job Location: Sport Ireland Campus, Snugborough Road, Blanchardstown, Dublin 15	
Hours: 37.5 hours per week, 5 days over 7.	
Reports to: Marketing Manager	

JOB PURPOSE
The Marketing Executive works within a small marketing team and offers an excellent opportunity for someone who's passionate about marketing, graphic design, and digital advertising.
The role will suit a professional capable of multitasking in a busy environment and focusing on the delivery of multi-channel marketing campaigns, while ensuring best in class execution of content.
We aspire to be a great organisation with a reputation for excellence in all we do, a can-do attitude, an innovative mindset and adhering to high standards of governance and management practice.

The role will assist in our strategic focus areas of making the Sport Ireland Campus to be a venue of choice for key Regional, National & International events across high performance sport and delivering a range of engaging activities for general sports participation and recreational activity.

KEY RESPONSIBILITIES	
Marketing Tasks	<p>Assist with the implementation of the annual marketing plan.</p> <p>Management of website CMS and marketing collateral (internal & external).</p> <p>Supplier management – agency, print, advertising, online, radio.</p> <p>Social media and digital marketing management.</p> <p>Email marketing campaign management.</p> <p>Customer database and member communication campaign management (mailchimp)</p> <p>Work with relevant agencies (PR, Digital, Advertising) to execute campaigns</p> <p>Provide digital analytics and insight on all marketing activities.</p> <p>Assistance with planning and implementing marketing budget.</p> <p>Managing associated administration/purchase orders.</p> <p>Segmenting the target markets for individual products.</p> <p>Contribute to the strategic planning to drive forward agreed marketing objectives.</p> <p>Assist in proactively managing customer data, adhering to best practises, promoting and cross selling products.</p> <p>Develop content creation – website and social</p> <p>Assist with PR campaigns/ launches</p> <p>App management, design and development</p> <p>Leisure management software use</p> <p>Supplier procurement management</p> <p>Customer survey management (survey monkey)</p> <p>Create, manage and execute the content calendar</p> <p>Liaising with sponsors to execute successful activation campaigns</p>
Graphic Design	<p>Assisting in the management of Graphic Design</p> <p>Assisting in designing and developing a range of both print and digital/online marketing collateral including; brochures, flyers, emails, presentations, advertisements (both print and web), pull-up banners, tradeshow stand graphics, etc.</p> <p>End-to-end design project management, from conceptualization to execution.</p>

	<p>Managing workflow and schedule to ensure timely delivery of projects.</p> <p>Working across the business to promote and ensure brand consistency.</p> <p>Liaising with and managing third-party suppliers</p>
Standards	<p>Ensure the Company and brands are represented at all times</p> <p>Ensure the best possible presentation in branding</p> <p>React on a timely basis to any issues that arise,</p> <p>Adhere to and implement Company policies & procedures</p> <p>Keep accurate records in relation to all aspects of work and prepare reports as required.</p>

The above contains the main outline of duties. However it is inevitable that tasks may arise which may not fall within the remit of the above list of main duties. Employees are required to respond with a flexible approach when ad hoc tasks arise which are not specifically covered in their job description. Should an additional responsibility become a regular part of an employee's job, the Job Description will be amended to reflect this.

JOBHOLDER ENTRY REQUIREMENTS

- Qualification in Marketing, Digital Marketing or equivalent experience.
- 3 years' experience in a commercial environment.
- Excellent communication skills
- Excellent knowledge of MS Office applications
- Excellent knowledge of Google and Facebook Ad platforms and analytics
- Knowledge of the Irish sports landscape
- Adobe suite experience is desirable
- Photography/ Video skills are desirable
- A candidate must reflect in their behaviors, the company's core values of:
 - **Excellence:** We will set the standard in service delivery, through a commitment to excellence, innovation, and continuous improvement.
 - **Respect:** We acknowledge and respect the differences in each other. We will provide a safe and supportive environment in which all customers and staff are valued and are encouraged to engage in open two-way communication.
 - **Integrity:** We demonstrate honesty, fairness, and openness in all our interactions, behaviours and practices within the organisation and with our customers, stakeholders and the wider community.
 - **Customer Focus:** We are committed to doing what is right for our customers. We will provide a welcoming and caring service that recognises and understands all individuals needs and offer a comprehensive and evolving range of programmes and activities.