



Marketing & Branding Executive
Executive Officer Grade

Job Purpose

The Marketing & Branding Executive will support the delivery of Sport Ireland's Marketing & Branding objectives. The Executive will report to the Marketing & Branding Manager, working as a part of a team across all of Sport Ireland's operations.

Key Duties and Responsibilities

- Support the planning, creation, and development of multi-channel marketing campaigns, including content creation, production of marketing collateral, promotion, webinars and events.
- Work collaboratively within the Marketing team to ensure marketing briefs are delivered, and high-impact creative is delivered across Sport Ireland.
- Work with external creative agencies & suppliers providing marketing support such as publications, brochures and promotional materials.
- Analyse & develop Sport Ireland marketing campaigns.
- Assist in the roll out of Sport Ireland's brand identity, ensuring the corporate identity is protected and promoted at all times.
- Act as a point of contact for all Sport Ireland funded bodies on matters relating to marketing and brand.
- Demonstrate efficient management and execution across Sport Ireland events & photo calls including running orders, production and logistical elements to deliver on key marketing objectives and specific event KPIs.
- Support day to day relationships with sponsorship partners.
- Carry out other duties as may reasonably be requested.

This is not an exhaustive list, and the role will include any duties required by Sport Ireland from time to time which are appropriate for the position and the needs of the organisation.

Person Specification:

Essential: Qualifications, Experience, Knowledge, Skills and Abilities

- A third level qualification in Marketing, Communications, or a related discipline, at level 6 or higher on the National Qualifications Framework and a minimum of 2 years' relevant





experience in either a marketing or communications role; Or A minimum of 4 years' previous experience in a comparable and relevant role;

- Excellent organisational, planning and project management skills and able to work on own initiative.
- Proven content generation experience, with excellent written English skills.
- Excellent interpersonal and communication skills.
- Proven ability to work collaboratively and supportively with a wide variety of stakeholders.

The desired candidate will have:

- Proficiency in the Irish language.
- Knowledge of the current sport environment in Ireland.
- Knowledge of and ability to use social media platforms and analytical tools.
- Previous exposure to CMS systems and social media scheduling tools.

Additional Information:

Contract: Full-time, permanent.

Salary Scale: Executive Officer Standard Scale. The appointment will be made on this scale at a point in line with current Government Pay Policy. New entrants to the public sector commence on the first point of scale.

Location: Sport Ireland, Sport Ireland Campus, Snugborough Road, Blanchardstown, D15

If you would like to apply for this position, please send your CV in confidence to sportirelandjobs@orangerecruitment.ie . Closing date for applications is Monday 9th December 2024 at 5pm.

Sport Ireland is committed to fostering an inclusive workplace which values and benefits from the diversity of the workforce. Sport Ireland is an equal opportunity employer of all qualified individuals. We actively welcome applications from people from all backgrounds and do not discriminate based on any protected groups. If you require reasonable accommodations to interview, please let us know and we will do our best to assist.

Sport Ireland is a Great Place to Work[®] Ireland.

