



Marketing & Branding Manager
1 Year Fixed Term Maternity Cover
Higher Executive Officer Grade

Job Purpose

Reporting directly to the Director of Corporate Affairs, Communications, and Marketing, the Marketing & Branding Manager will oversee a range of strategic marketing and branding plans and campaigns to strengthen public awareness, enhance Sport Ireland's brand identity, and promote its impact within the Irish sports sector. In addition, the successful candidate will also lead the procurement, project management, and successful delivery of a modernised website for Sport Ireland.

Reporting To: Director of Corporate Affairs, Communications and Marketing.

Key Duties and Responsibilities

Marketing

- Lead on the development and implementation of Sport Ireland's marketing plan that supports the organisation's objectives, driving digital and offline visibility.
- Ensure Sport Ireland's social media plan is aligned to the organisation event calendar and communicated effectively within the organisation.
- Create content and oversee the optimisation of engaging, data-informed content on the website, social media, and other channels, focusing on audience engagement and brand reach.

Website Redevelopment and Digital Presence

- Manage the entire procurement process for a new website, including supplier evaluation, tender assessment, contract negotiation, and adherence to procurement standards.
- Oversee the website development process from concept through to launch, representing the client perspective to ensure alignment with Sport Ireland's objectives, brand guidelines, Irish language and accessibility standards.
- Work closely with internal teams, external suppliers, and relevant stakeholders to deliver a user-focused, cohesive digital experience.



- Conduct thorough testing for functionality, user experience, and compatibility, managing the integration of feedback ahead of the official launch.

Branding

- Ensure the integrity of the brand across all digital and offline channels, presenting a unified and cohesive brand image.
- Develop and refine the Sport Ireland Marketing plan to incorporate the new website and all Sport Ireland's digital assets.

Event and Campaign Management

- Collaboratively plan and manage all aspects of campaigns and events, coordinating with internal and external stakeholders, venues, resources, and logistics to enhance brand visibility and support organisational objectives.
- Effectively utilise Sport Ireland's sponsorship assets with partners and within campaigns, reinforcing brand alignment and delivering added value.

Reporting and Analysis

- Analyse campaign results, website analytics, and user feedback, leveraging insights to optimise ongoing and future projects.
- Provide regular updates on digital channel performance including website project milestones, and campaign objectives to the Director of Corporate Affairs, Communications, and Marketing.

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

- Bachelor's degree in Marketing, Branding, Digital Media, or a related field; a postgraduate qualification in a relevant area is advantageous.
- Minimum of 3 years in a marketing or brand management role, ideally with experience in website project management or digital transformation.

- Demonstrated experience managing website development projects from the client perspective, including overseeing supplier relationships and ensuring alignment with organisational objectives.
- Strong understanding of brand strategy development, digital marketing, and effective campaign execution across both digital and offline platforms.
- Proficiency in using data and analytics tools to drive marketing strategies and evaluate digital engagement.

The desired candidate will be:

- Able to engage stakeholders, present ideas clearly, and drive buy-in across various levels.
- Capable of delivering results independently whilst working effectively within a team.
- Able to meet strict deadlines with a focus on quality output, particularly for high-visibility projects such as the website revamp.

This role balances website development with a broader emphasis on Sport Ireland's marketing and branding operations, positioning it as a key driver of public engagement and organisational identity.

Additional Information:

Contract: 1 Year Fixed Term Maternity Cover.

Salary Scale: Higher 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 Wednesday 4th December 2024 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.

