

	Job Description
Role	Head of Brand & Marketing
Reporting to	Director of Development
Background and Context	<p>Children’s Health Foundation (CHF) is focused on raising funds to fulfil our mission of providing world class medical facilities, research and compassionate loving care for every sick child in Ireland cared for in Children’s Health Ireland (CHI) hospitals and urgent care centres. The Foundation supports Crumlin and Temple Street Children’s Hospitals, National Children’s Hospital Tallaght and Connolly Urgent Care Centre.</p> <p>The creation of Children’s Health Foundation in 2019 brought together the existing Temple Street Foundation and The Children’s Medical and Research Foundation Crumlin to continue to support Ireland’s sickest children in their treatment journey today, tomorrow and into the future.</p>
Role Purpose	<p>We’re looking for a talented and experienced Head of Brand & Marketing to take on this strategically important position within the charity.</p> <p>As the creative strategic lead for the voice of the organisation, the Head of Brand and Marketing will be responsible for developing the communications, brand, powerful marketing campaigns, storytelling and impact reporting for the Charity. The individual will work collaboratively with the senior management team to achieve the Charity’s main strategic objectives.</p> <p>You will be responsible for increasing awareness of Children’s Health Foundation (CHF), communicating its impact to all stakeholders, help increase our number of donors and supporters, significantly engage hospital staff with our fundraising mission, and increase income to the Charity.</p> <p>You will also define and set the parameters of how supporters, volunteers and other stakeholders engage with the Children’s Health Foundation across digital and in person across all hospital sites we are connected to.</p>
Key Responsibilities	<p>Role Responsibilities:</p> <ul style="list-style-type: none"> • Responsible for management of the Marketing and Communications Team • Responsible for production of and coordination of key content, collateral, photography, cases and approvals for use in a wide context. • Oversee the writing, preparation and/or delivery of information from or about the organisation. • Manage the media interface, writing major press releases, planning and organising media coverage for major events, and responding to requests on issues of a sensitive or controversial nature. • Supervision and oversight of other communications and content which CHF staff may produce to ensure consistent brand messaging.

Amendments may be made to the job description from time to time to meet changing business needs.

- Development and management of the communications budget, managing in house team and external agencies.
- Develop an overarching communications strategy to expand CHF's reach and relevance in the public sphere and raising awareness and engagement with research and other CHI programmes supported by the organisation.
- Develop research and insight into brand, donor and public perception and willingness to support children's health. In turn use this to drive strategy and align communications and marketing plans to research and scope fundraising priorities for the organisation.
- Develop related communications strategies and tactics, including earned media relations, events, content platforms, email marketing and social campaigns, that advance and drive engagement with a broad informed audience, including the public, corporate, donors and influencers
- Develop a strong ambassadorial programme with celebrity, online influencers and local and patient ambassadors who can support the strategy

Digital

- Lead on the development of the Charity's website and manage the timely delivery of content across our digital channels
- Develop a branded digital and social media strategy, which can be delivered across a wide range of social media channels, and which will support the Charity's objectives including sustainable digital fundraising revenue
- Oversee all organic social media and paid-for digital marketing activity ensuring that all content and advertising is relevant, strategic, in line with key messages and positively impacts on the reputation of the Charity
- Develop and manage a UX strategy to optimise user journeys across all channels
- Manage the external providers of web and online supports, including web agency, digital marketing supports, social media resources in house and external

Brand management

- Oversee brand management ensuring all materials promote a consistent written and visual identity and are in line with the Charity's brand guidelines.
- Develop key messages and ensure consistent use of language and tone of voice across all mediums by all staff.

Supporter recruitment

- Lead work to expand the donor and supporter base through increasing sign-ups to the Charity's social media platforms, e-newsletters

	<ul style="list-style-type: none"> • Lead prospecting efforts by increasing on-site branding and literature, and new digital engagement. <p>Content and media relations</p> <ul style="list-style-type: none"> • Lead and manage CHF content and media relations function in support of brand development and fundraising. • Oversee and manage dynamic digital storytelling including video, infographics, web articles that showcase the work and impact of our donors and partners for children. • Identify case-studies for profiling in the media and manage process • Direct the overall editorial calendar planning process for the website, social media and other communications channels in collaboration with team colleagues • Manage the external providers of web and online supports, including web agency, digital marketing supports, social media resources in house and external • Plan, develop and implement key design and/or functionality changes required to the website to ensure the website meets its organisational goals of engagement, lead generation and donations
<p>Qualifications and Experience</p>	<p>Skills & Experience</p> <ul style="list-style-type: none"> • A strategic thinker with proven capability in a similar role on the scale of CHF. • At least 5 years' experience in a marketing or communications manager role • Highly developed project management and relationship building skills • Champion collaborative working and demonstrable ability to drive performance • Experience of multi-channel communications strategies including digital channels • Strong analytical, planning and budgeting skills • Flexibility: Demonstrable experience of structuring workload and conflicting demands comfortably managing the multiple dimensions of the role • Diligent, highly organised with close attention to detail • Ability to leverage small budgets to generate engagement and awareness • Data driven and target oriented • Hold a third level qualification or appropriate experience in a relevant discipline • Working knowledge of the not for profit / charity sector • Experience with WordPress and/or Salesforce is an advantage
<p>Terms & Benefits</p>	<ul style="list-style-type: none"> • Fulltime, permanent role on Manager salary band depending on experience • Flexible hybrid work policy • Cycle to Work Scheme

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	<ul style="list-style-type: none"> • PRSA: up to 6% contributory after six months service • TaxSaver Commuter Ticket Scheme available • Employee Assistance Programme • Training and Education allowance • 21 days annual leave and five privilege days per annum
<p>We are an equal opportunity employer</p>	<p>We are committed to working with and providing reasonable accommodations to job applicants and employees with physical or mental disabilities.</p> <p>If you believe you need a reasonable accommodation to complete any part of the application or hiring process, please send an email to jobs@childrenshealth.ie</p> <p><i>This information will be treated as confidential and used only for the purpose of determining an appropriate accommodation for the interview process.</i></p>
<p>Applying</p>	<p>Please send your CV and cover letter outlining relevant experience to jobs@childrenshealth.ie by 5pm Wednesday the 19th of February 2025.</p>