

## Digital Engagement and Marketing Officer

**Contract Type:** Full-time position

**Reporting to:** The Communications and Campaigns Manager

Dublin Rape Crisis Centre (DRCC) has a twofold mission: to prevent the harm and heal the trauma of all forms of sexual violence. We provide first response services through the National 24/7 Helpline, face to face therapy and an information and support service. We provide accompaniment and support to those who attend the Rotunda Sexual Assault Treatment Unit, Garda Stations, Courts and other settings. In addition, we offer education and training programmes for a wide variety of professionals, frontline staff and volunteers who work with those who have experienced sexual violence.

### Purpose of the role

The Digital Engagement and Marketing Officer will drive DRCC's goal of increasing digital engagement opportunities with our community of clients, volunteers, donors, the public and wider external community.

DRCC seeks a self-motivated, resourceful, creative, ambitious and experienced person with excellent engagement and marketing skills to develop and lead a digital strategy to support online engagement and fundraising activities.

Work cross organisationally, you will grow and manage DRCC's digital engagement, leverage CRM marketing tools & insights to deliver personal communications to DRCC's community, transfer online engagement to fundraising opportunities and optimise & grow social accounts for DRCC. You will have a thorough understanding of digital marketing and social media including what makes great digital copy across the web, mobile, email and social media. You will be responsible for ensuring that the DRCC message is consistently communicated across all digital channels. You will be innovative in your approach in designing, implementing, analysing and reporting on a digital strategy in addition to being passionate about doing things in the best way possible.

With a focus on CRM, Communications and Fundraising, this is a multifaceted role that presents a fantastic opportunity for the right individual to make their digital mark and to join a highly regarded organisation that is taking its first steps into digital content, digital marketing and digital fundraising.

### Job Description

#### Digital Marketing Strategy:

- Develop and execute comprehensive digital marketing strategies to increase awareness of DRCC and its mission.
- Manage DRCC's website, ensuring content is up-to-date, engaging, and optimized for search engines (SEO)
- Analysing and reporting on a digital strategy
- Oversee social media channels, including content creation, scheduling, and community engagement
- Lead the digital engagement strategies and web development projects and oversee the implementation of new interaction channels that impact digital engagement KPIs.
- Search and analyse digital engagement fundraising trends, opportunities, challenges and keep up to date to the new AI technologies and tools to innovate processes and incorporate them into strategies and campaigns.

- Utilise email marketing campaigns to effectively communicate with donors, supporters, and volunteers.
- Working with the Communications Officer, collaborate on campaigns that optimise traditional and new media channels and on digital materials or content.

**Online Fundraising: In collaboration with the fundraising team**

- Plan and execute online fundraising campaigns, including crowdfunding, peer-to-peer fundraising, and other digital initiatives.
- Monitor and analyse fundraising metrics to evaluate campaign effectiveness and identify areas for improvement.
- Implement strategies to cultivate and steward online donors, including personalized communication and acknowledgment.

**Content Creation and Storytelling:**

- Create compelling and persuasive content for digital channels, including blog posts, social media posts, email newsletters, and fundraising appeals;
- Harness the use of video storytelling to engage with DRCC's key audiences
- Work closely with the communications team & wider staff to gather stories and impact data to effectively communicate the DRCC's mission and accomplishments.

**Digital Advertising:**

- Develop and manage digital advertising campaigns across various platforms, including Google Ads, Meta Ads, and LinkedIn Ads.
- Monitor advertising performance, optimise campaigns for maximum ROI, and provide regular reports to the Communications Manager
- Manage annual digital advertising budgets in conjunction with Communication and Finance Manager

**Donor Relationship Management:**

- Collaborate with colleagues to integrate digital fundraising efforts with traditional fundraising initiatives.
- Implement donor relationship management strategies to cultivate and steward online donors, including personalised communication and acknowledgment.
- Manage and lead the optimisation of CRM tools, as well as the development of Inbound Marketing strategies that promote the achievement of objectives and proposed KPIs.

**Skills and Requirements**

- A higher-level qualification in Digital Marketing highly desirable
- Excellent communication skills with fluency in English, written and oral.
- Motivation and ability to work on own initiative.
- Ability to work under pressure and identify, set and deliver to deadlines.
- Excellent level of IT Skills including proficiency in Office365.
- Understanding and experience of CRM Systems
- Commitment to DRCC's values, ethos and vision statement.

If you have the requirements we need and a passion for providing high quality support and a desire to work in a busy organisation, committed to making a difference for those who have been affected by sexual violence, we would love to hear from you!

Please send your application letter and CV to [recruitment@rcc.ie](mailto:recruitment@rcc.ie) insert **Digital Engagement and Marketing Officer** in subject line

**Terms**



# DRCC

Dublin Rape Crisis Centre

- Salary, €40,750 per annum.
- Annual leave is 23 days per annum.
- Immediate Access to PRSA
- Pension Contribution after one year's continuous service
- Immediate access to Travel Tax Saver Scheme
- Immediate access to Bike to Work Scheme
- Immediate access to DRCC EAP Programme

DRCC is an Equal Opportunities Employer and welcomes applications from people of diverse backgrounds and abilities.