

**Islamic Relief Ireland**

Marketing Intern

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| **BASE LOCATION: Dublin, Ireland** |  |
| **REPORTING TO: Irish Office Manager** |  |
| **LINE MANAGEMENT RESPONSIBILITIES:** | N/A |
| **JOB PURPOSE:**  Our 3-6 month Marketing Internship Programme will give you access to invaluable marketing experience by allowing you to work across a range of channels and rotate around our marketing function. You will work creating exciting customer experiences and kick-start your career in marketing.  The Marketing Officer is responsible for supporting and servicing all of the Islamic Relief Ireland’s marketing needs, with a specialised focus upon digital marketing and content. | |

**STRUCTURE OF ISLAMIC RELIEF IRELAND**

**KEY WORKING RELATIONSHIPS**

* The job holder will be managed by the IR Ireland Country Manager
* Day-to-day engagement with the Ireland team to determine marketing requirements and workplans
* Regular engagement with the Product Development team to facilitate and coordinate the production of the required marketing materials as well as support the digital marketing activities
* Regular engagement with local stakeholders to help determine ideal content and marketing initiatives for the local environment

**KEY ACCOUNTABILITIES**

The jobholder is accountable for fulfilling his or her roles and responsibilities in line with Islamic Relief’s values and principles of fairness, humanity, honesty, respect and fair treatment of their colleagues and staff. The Intern will report to IR Ireland Country Manager:

**Area one:** Coordinate all marketing requirements for Islamic Relief Ireland

* Assist in the planning of fundraising and marketing campaigns
* Oversee the production of required localised marketing materials
* Be the primary point of contact for all requests and queries related to marketing
* Update social media content regularly with information concerning appeals, feedback and news

**Area two:** Conduct digital marketing activities

* Create content for IRI social media channels
* Conduct email marketing activities
* Oversee social media activities, including Facebook, Instagram and Twitter, ensuring content is relevant and timely
* Implement Google AdWords activities across search, display and video to further promote the Islamic Relief Ireland brand

**Area three:** Oversee all digital fundraising campaigns

* Plan and implement digital fundraising activities across multiple platforms
* Amend the website donation portal to ensure funds are relevant
* Review Analytics to help improve the website performance and increase fundraising opportunities
* Monitor social media for trending topics to utilize on social media channels

**PERSON SPECIFICATION**

**Experience**

* Experience of a digital marketing environment
* Understanding of the charity sector and the fundamentals of marketing

**Knowledge and skills**

* Have an understanding of popular digital marketing platforms
* Have an understanding of different social media platforms, particularly Facebook and Instagram
* Have a keen interest and understanding of trends within marketing and digital
* Have a good understanding of CMS platforms, specifically Wordpress
* Have a good understanding of analysing data and metrics to improve performance
* Excellent verbal and communication skills
* Strong understanding of service delivery and what it takes to deliver successfully to a customer
* Ability to work effectively under pressure to tight deadlines and balance competing priorities
* Planning and organisational skills, and the ability to prioritise and plan work, set and achieve deadlines
* Good communication and interpersonal skills and good team-working with an ability to work in a collaborative manner
* Results focused – ability to deliver objectives and targets with a positive drive to achieve results
* Sound understanding of the audiences that Islamic Relief communicates with
* Willingness to work autonomously and take initiative
* Good attention to detail

**Qualifications**

* A marketing relating qualification

**Key personal qualities**

* Is committed to Islamic Relief values, upholding the highest standards in conduct
* Willingness to work unsociable hours, including some weekends
* Creative, inspiring and energetic, with a positive demeanour and disposition, and able to overcome setbacks and motivate others
* Is highly flexible and able to adapt to changing situations and priorities
* A learning attitude and a continuous improvement philosophy

Signed by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Direct Line Manager)

Signed by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Divisional Director)