**IRISH FA JOB DESCRIPTION**

1. **Job Title: Digital Manager**

1. **Department: Sales and Marketing**
2. **Reporting to: Director of Sales and Marketing**
3. **Direct Reports: Digital Content Producer (2)**
4. **Hours of work: Due to the nature of the job a high degree of flexibility is**

**required as the role will involve unsocial hours including evenings, weekends and some occasional international travel. The hours will be scheduled on a rota basis but will total 35 per week, working any day Monday through to Sunday between the core hours of 10am to 10pm.**

1. **Salary Scale: £25-30k and the potential to earn a 5% bonus.**

1. **PURPOSE OF THE JOB:**

To implement the organisation’s digital strategy including Social Media and website, developing brand awareness, generating inbound traffic and encouraging customer flow to the Irish FA and National Football Stadium’s websites. This role coordinates with the internal Marketing, Communications and PR teams to support their respective missions, ensuring consistency in voice and cultivating a social media network and improving overall website popularity and usage.

1. **DUTIES AND RESPONSIBILITIES:**
2. Work with the Director of Sales and Marketing and Head of Communications to build a new website and deliver a world class site that becomes the Home of NI Football as well as a future case study for FIFA/UEFA.
3. Devise syndication strategies to drive online traffic to the Irish FA and National Football stadium websites.
4. Track conversion rates and make improvements to the website and social media sites.
5. Develop and manage digital marketing campaigns.
6. Utilise a range of techniques including paid search, Search Engine Optimisation (SEO) and Pay Per Click (PPC).
7. Oversee the social and digital media marketing strategy for the Irish FA.
8. Work with the Communications and Marketing Executive to implement electronic customer relationship management (eCRM) strategies.
9. Devise and deliver online brand and product campaigns to raise brand awareness.
10. Improve the usability, design, content and conversion rates of the Irish FA website.
11. Analyse key performance indicators (KPIs) across digital campaigns, providing recommendations for increased performance.
12. Evaluate customer research, market conditions and competitor data.
13. Review new technologies and keep the Irish FA at the forefront of developments in digital marketing and monitor trends in social media tools and applications.
14. Manage high impact digital campaigns and day-to-day activities including promotion of events calendars, online advocacy, writing editorial, community-outreach efforts, promotions and so forth.
15. Manage presence in social networking sites including Facebook, Twitter, You Tube, LinkedIn, Instagram, Vine and other similar sites, posting on relevant blogs and seeding content into social applications as needed.
16. Monitor effective benchmarks for measuring the impact of social media programs, and analyse, review, and report on effectiveness of campaigns in an effort to maximize results.
17. Creative development of ad-hoc fan engagement campaigns aimed at capturing subscribers through social applications.
18. Proactively participate in training and development opportunities, staff performance appraisals and reviews as required.
19. Servicing the Irish FA’s policies in line with its development plans.
20. Adhere to and actively support at all times all company policies, procedures, processes and working practices, including adhering to best practice.
21. Any other duties as may be reasonably requested from time to time.

**This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the Association.**

**9. PERSON SPECIFICATION:**

**9.1 Essential**

1. Educated to degree level.

Candidates who do not have a primary degree may still be considered if they have significant relevant experience. “Significant experience” means “5 years’ experience or more”. “Relevant experience” means “experience directly related to the duties and responsibilities of the job”.

1. 2-4 years’ demonstrable experience of working in digital marketing.
2. Demonstrable experience of using campaign planning tools and delivering social media and marketing campaigns.
3. Knowledge of key email fundamentals (spam compliance, deliverability, bounces etc.)
4. Experience developing a new website and managing outside agencies.
5. Solid understanding of A/B testing, website usability, analytics, PPCs and SEO.
6. Strong project management skills; ability to prioritise multiple tasks and adhere to strict deadlines whilst remaining calm when under pressure.
7. Creative mind set with an eye for detail and quality.
8. Ability to build relationships and work cross functionally.
9. Open communicator who shows curiosity for solution seeking.
10. Hold a full, current, valid driving licence and have use of a car.
11. Ability to work unsociable hours including evenings and weekends, with occasional international travel.

**9.2 Desirable**

1. Hold a relevant degree in journalism, multi-media or graphic design or related field.
2. Hold a diploma in Digital Marketing.
3. General HTML skills and troubleshooting ability on last-minute edits and improvements
4. Passion for the sport of football.
5. Experience liaising with external agencies.

**10. ADDITIONAL INFORMATION:**

**10.1 Closing date:** The closing date for the receipt of completed application is **4pm** on **Friday 28th August** **2015**. Applications received after the closing date and time will not be considered.

**10.2 Shortlisting:** Only those applications which clearly demonstrate the requirements set out in the personnel specification will be shortlisted. Please note that the Irish FA reserves the right to implement all or some of the desirable criteria in addition to the essential criteria for shortlisting purposes.

**10.3 Offer of employment:** Please note any offer of employment is subject to the receipt of two satisfactory employment references, proof of eligibility to work in the UK and proof of any required qualifications.

**10.4 Reserve list:** A reserve list of suitable candidates may be maintained for the purpose of any similar vacancies (temporary or permanent) that may arise within twelve months of the completion of the recruitment exercise.

***The Irish Football Association is an equal opportunities employer and welcomes applications from all sections of the community.***

**Reviewed June 2015**