

**Job application form for NALA Digital Marketing, Information and Content Officer**

**Notes**

* Type and email this job application form to [recruitment@nala.ie](mailto:recruitment@nala.ie) by **5 pm** **Friday 21 January 2022**.
* Use a clear font such as Arial or Verdana, font size 12 with 1.5 line spacing.
* Keep to the maximum word count in each section.
* Section 1 (Personal details) and section 2 (References) must be completed.
* For section 3 (Relevant qualifications) and section 4 (Relevant work experience) begin at the most recent date. You can add more fields to these sections if you need.
* Section 3 to 12 will be marked.
* Applicants with the highest marks may be asked to do an online assessment week beginning **31 January 2022**, and or attend an interview the week beginning **7 February 2022**.
* If you have any questions email [recruitment@nala.ie](mailto:recruitment@nala.ie) or call 01 412 7905.

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| Office use only |  |
| Application number | Date received |

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| 1. **Personal details** | |
| Name |  |
| Telephone |  |
| Email |  |
| Address |  |

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| 1. **References** |
| Provide two work references with a contact email and phone number. We will let you know if we are going to contact your referees. |
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| 1. **Relevant qualifications** | | | |
| Name of qualification, for example Masters, Degree, Diploma, Leaving Certificate | Name of university, college or school | Grade awarded | Year obtained |
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| 1. **Relevant work experience** | |
| Your job title |  |
| Name and address of your employer, company or organisation |  |
| Duration of employment, for example from March 2014 to present |  |
| Describe your main duties and responsibilities | (150 words maximum) |

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| --- | --- |
| Your job title |  |
| Name and address of your employer, company or organisation |  |
| Duration of employment, for example from March 2014 to present |  |
| Describe your main duties and responsibilities | (150 words maximum in this section) |

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| 1. **Digital marketing experience** |
| Provide an example of a digital marketing strategy that you developed and delivered. What tactics did you use? What impact did your strategy have and how did you measure the impact? |
| (200 words maximum in this section) |

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| 1. **Online publishing experience** |
| Provide evidence of your experience publishing content online, for example publishing content on websites, social media platforms, e-zines or blogs. Who have you published for and what platforms or systems have you used? |
| (100 words maximum in this section) |

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| 1. **Website management** |
| Provide evidence of your experience of website management, including actions taken  to increase performance, user experience and compliance with GDPR. What tactics  did you use? What impact did your work have? |
| (200 words maximum in this section) |

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| 1. **Social media communities** |
| Provide evidence of when you have managed and facilitated social media communities or cultivated key relationships across social media platforms. How did you achieve this and what impact did it have? |
| (200 words maximum in this section) |

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| 1. **Paid-for online promotion** |
| Describe how and when you have used paid-for online advertising to promote an issue, product or event. What was your budget? What paid-for products and platforms did you use? How did you evidence the impact of paid promotion? |
| (200 words maximum in this section) |

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| 1. **Evaluating your work – insights and trends** |
| Provide an example of when you identified trends and insights, and optimised spend and performance for a digital marketing campaign based on learned insights. Describe the steps you took, the changes you made and the results of your work.  Provide examples of how you evaluated your digital marketing spend. |
| (200 words maximum in this section) |

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| 1. **Communication and interpersonal skills** |
| Provide evidence of your communication and interpersonal skills. For example, working with other staff, clients, stakeholders, sponsors or third-party agencies to achieve a communications objective. |
| (200 words maximum in this section) |

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| 1. **Any other information** |
| Provide any other information you think is relevant to your application for this job. |
| (200 words maximum in this section) |