

Digital Marketing Officer

Hiring booklet

Deadline for applications:

5pm, Friday 18 August 2023



National Adult Literacy Agency

Áisíneacht Náisiúnta Litearthachta do Aosaigh

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1. About the National Adult Literacy Agency (NALA)

The National Adult Literacy Agency (NALA) is a registered charity and membership-based organisation committed to ensuring that people with unmet literacy, numeracy and digital skills needs can fully take part in society.

The OECD Adult Skills Survey¹ shows that 18% or about one in six Irish adults are at or below level 1 on a five-level literacy scale. At this level a person may be unable to understand basic written information.

25% or one in four Irish adults score at or below level 1 for numeracy. At this level a person may struggle with doing simple math calculations. 42% of Irish adults score at or below level 1 on using technology to solve problems and accomplish tasks.

These unmet needs have devastating consequences for individuals, communities and the economy. People at the lowest literacy and numeracy levels earn less income, have poorer health and are more likely to be unemployed.

Since we were set up by volunteers in 1980, we have been a leading campaigning and lobbying force on adult literacy issues. We have been involved in national policy, tutor training and teaching resources, research and campaigns to support people with these unmet needs.

We are an equal opportunity employer.

See www.nala.ie for more information.

¹ For this survey the Central Statistics Office (CSO) assessed 6,000 people aged 16 – 65 in Ireland. The survey was done in 2012 and the results were announced in 2013.

2. About the position we are hiring for

2.1 About the position: Digital Marketing Officer

We are recruiting a Digital Marketing Officer to help us achieve our vision.

Our vision is an Ireland where:

- adult literacy is a human right;
- everyone can develop their literacy, numeracy and digital skills; and
- everyone can take part fully in society.

NALA is looking for a motivated, energetic and results driven Digital Marketing Officer to join our organisation and help us achieve our vision.

The successful candidate will play an important role in developing and managing digital marketing campaigns that support individuals with literacy, numeracy and digital literacy needs, and raise awareness of NALA's work and services.

The Digital Marketing Officer will lead NALA's work in the digital space, identifying and evaluating new technologies and optimising marketing strategies, as well as overseeing improvements to how NALA staff use digital tools to improve how they work.

This is a varied and interesting role, and it will provide a great opportunity for career development in communications and digital marketing in the voluntary sector.

This role will support the delivery of:

- [NALA's Strategy Statement 2022-2023](#) and forthcoming new Strategic Plan
- the [Adult Literacy For Life: A 10–Year Adult Literacy, Numeracy And Digital Literacy Strategy](#) and
- [Future FET: Transforming Learning The National Further Education and Training \(FET\) Strategy](#).

2.2 Job description

Reporting relationship and key responsibilities

Reporting to NALA's Communications, Advocacy and Outreach Manager, the Digital Marketing Officer will undertake the following key responsibilities:

Key responsibilities

- Promoting and enhancing NALA's work and services in the digital space
- Developing, implementing and managing digital marketing campaigns that support individuals with literacy and numeracy needs, and raise awareness of NALA's work and services
- Measuring site traffic, identifying and evaluating new digital technologies and optimising marketing campaigns, email marketing, social media, and display and search advertising using web analytics tools
- Managing all NALA's digital platforms daily, creating and posting interesting and engaging content such as video, infographics, and images.
- Working with staff to improve how they use NALA's digital platforms
- Ensuring NALA is General Data Protection Regulation (GDPR) compliant across all its online activities
- Supporting NALA Communications activities including awareness campaigns, media management, events and activities as required.

Key elements

1. Website management

- Oversee the functionality of NALA's websites
- Evaluate and manage website performance
- Facilitate hosting and server management
- Develop, maintain and update website working with staff to gather and develop content
- Recommend and implement improvements
- Manage Cookies across all websites
- Regularly check and ensure website and databases are GDPR compliant

2. Social media management

- Develop creative and engaging social media strategies
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, YouTube, adapting content to suit different channels and identify new channels to deliver NALA's objectives
- Oversee, plan and deliver content across different platforms using scheduling tools such as Hootsuite
- Create engaging multimedia content across multiple platforms
- Develop, launch and manage campaigns that promote NALA's work
- Form and cultivate key relationships with influencers across social media platforms
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity

3. Digital marketing

- Develop and deliver a digital marketing strategy that supports the achievement of our strategic objectives
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimise spend and performance based on the insights
- Collaborate with internal teams to create landing pages and optimise user experience
- Utilise strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points

- Collaborate with external agencies and create synergy with other stakeholders' digital marketing
- Evaluate emerging technologies.
- Provide thought leadership and perspective for adoption where appropriate

4. Other

- Ensure all NALA's websites, digital platforms and online databases are GDPR compliant
- Regularly review Cookie pop-ups, Privacy statements and update
- Oversee improvements to how NALA staff use digital tools such Google products, Mailchimp and various platforms to do work
- Educate staff on the use of NALA's digital presence and promote its use
- Work with staff to create interesting digital content such as video, infographics, and images
- Decommission and consolidate digital platforms to increase NALA's social content visibility
- Ensure NALA's brand guidelines are applied to all its digital platforms and activities
- Achieve maximum return on investment in all digital work by collecting and analysing data and identifying trends and insights

2.3 Experience and qualifications

Applicants should have the following experience, attributes and qualifications.

Essential Criteria

- Bachelor's degree in a relevant field or a minimum of 5 years' experience in a digital marketing role
- Demonstrable experience in leading and managing SEO/SEM, marketing database, email, social media and/or digital campaigns
- Strategic and creative experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in updating and optimising content management systems

- Understand design principles, guidelines, and relevant policies, including web accessibility standards
- Experience in optimising landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools
- Working knowledge of Search and channel marketing, Pay-per-click, Social optimization, Email marketing, Search Engine Optimisation, Display advertising, Native advertising, Programmatic media (Demo Ads, Contextual Ads, Affinity Ads, Keywords, In-Market Ads, Re-targeting Ads); Conversion rate optimisation, Draw insights on best formats and re-target audience
- Experience in setting up and optimizing Google Ads campaigns
- Strong analytical skills and data-driven thinking
- Up-to-date with best practices in online marketing and measurement
- Excellent communication, interpersonal and time management skills
- An understanding and appreciation of NALA's mission and values.

Desirable criteria

- Experience of the not for profit, charity sector
- Familiarity with GPDR
- Knowledge of and experience with web content accessibility standards and guidelines
- Relevant work experience in communications, public relations, public affairs or journalism in the public, private or NGO sector

2.4 Summary of the pay and conditions

Pay: The starting salary for the position will be at a point on NALA's Administrative Officer scale ranging from **€34,162 - €59,980**. Progression on the scale is subject to NALA's pay policy, satisfactory service and NALA's financial resources.

Hours: Full time, 35 hours a week.

Contract term and probation: The position is initially offered for 3 years on a fixed

term basis. The contract will be renewed subject to satisfactory performance and NALA's financial resources. A probationary period of 6 months will apply from your start date.

Location: Hybrid (Sandford Lodge, Ranelagh, Dublin 6 and home). Hybrid (Sandford Lodge, Ranelagh, Dublin 6 and home). **Please note:** NALA has a Hybrid Working Policy that allows you to apply to work from home up to three days and in the office for a minimum of 2 days a week.

Annual Leave: 22 days a year subject to NALA's annual leave policy and you're working full time (35 hours over 5 days). This is exclusive of the public holidays and privilege days that NALA staff are granted at Easter (Good Friday plus two days) and Christmas (Christmas Eve and all days falling before New Year's Day)

The above represents the primary pay and conditions of service. It is not the complete list which will be included in the employment contract to be agreed with the successful applicant.

3. About our hiring process

How to apply

Applicants should email a Cover Letter and Curriculum Vitae (CV) in one document to recruitment@nala.ie by **5pm Friday 18 August 2023**.

The cover letter should outline:

- how you think your experience and qualifications match the criteria discussed in Section 2.2 above;
- why you want to work with us and;
- what difference you think you could make

The Cover Letter and CV should be:

- saved as one document
- named using the following format:

Last Name_First Name_NALA_Digital

For example: Bloggs_Joe_ NALA_Digital

- emailed to recruitment@nala.ie by **5pm Friday 18 August 2023**

Please note: Only applications that have followed the instructions above will be considered.

If you do not receive an acknowledgement within 5 days of applying, please email recruitment@nala.ie.

Selection process

The selection process will include a shortlisting of applicants based on their cover letter and curriculum vitae (CV). Shortlisted candidates will be called for interview. All applicants will receive an acknowledgement of their application and final notification of the outcome of their application.

Shortlisting

A shortlisting process is done by a panel of persons to select applicants for interview. The panel will review applicants' cover letter and CVs against the essential and desirable criteria. The panel will decide which applicants appear most suitable for the position and invite those applicants for interview. Shortlisted candidates may be required to submit further information before the interview.

Interview

NALA will invite shortlisted candidates to interview by a panel. The interview will explore how the candidate meets the essential and desirable criteria and their relevant experience to date. If required, candidates may be called for a second interview and or asked to complete a short task. Further information will be provided to shortlisted applicants before the interview.

Date of interview: Interviews for this position are provisionally scheduled to take place during the week of 11 September 2023. If you are shortlisted, you will be notified of interview dates and arrangements at the earliest opportunity. It will be your responsibility to make yourself available for interview as advised. If you do not attend for interview at the time agreed with NALA, your application will not be progressed.

Candidate feedback

We will provide you with feedback on your application and or interview if you submit a written request to recruitment@nala.ie.

Confidentiality

Please note that all personal data shall be treated as confidential in accordance with the Data Protection Acts 1988 to 2018.

Canvassing will disqualify

4. Queries

Elaine Mullen, Office Manager

National Adult Literacy Agency

01 412 7900 recruitment@nala.ie.

NALA does not require the assistance of recruitment agencies to fill our vacancies.