



LauraLynn

IRELAND'S CHILDREN'S HOSPICE

PERSON SPECIFICATION

&

JOB DESCRIPTION

Digital Marketing Executive

Compassion, Collaboration, Excellence

LAURALYNN

LauraLynn, Ireland's Children's Hospice was formed in 2011 following the merging of the long-standing Children's Sunshine Home and the LauraLynn Foundation, and now comprises LauraLynn Hospice Service and The Children's Sunshine Home Disability Services. Our Disability Services are based on our campus in Leopardstown, Dublin 18 and our Hospice Services operate from our campus in Dublin and our community teams in Dublin, Mallow Cork, and Ballinasloe Galway.

LauraLynn Hospice provides specialist palliative and supportive care services to meet the needs of children with life limiting conditions and their families. Our Model of Care is centred around five pillars - direct care, family support, symptom management, end of life care and bereavement support.

Our Disability Services comprises Willow View – a residential care service that is home to six adults with intellectual disabilities and Hazel House - a respite service for children with complex intellectual and physical disabilities.

While our disability services are funded by the Health Services Executive (HSE) our hospice service is mainly funded through fundraised income and private donations, supplemented with some statutory funding.

VISION

Children and their families have the care and support they need at all stages of their journey.

MISSION

To take a leading role in improving the quality of life of those in our care, by delivering specialist care and support that is accessible and equitable.

Our mission will be underpinned by Advocacy, Research and Education and will be achieved through collaboration with our healthcare colleagues, statutory bodies, donors and funders, and the children and families in our care.

VALUES

- Compassion
- Collaboration
- Excellence

Benefits

- Strong sense of purpose and meaning
- Flexible working options (role dependent)
- Learning & development opportunities
- Pension Scheme
- Comprehensive induction programme
- Extensive in-house person-centred training programme for nursing, clinical and care staff
- Active wellbeing supports including an inhouse occupational health service and a free 24/7/365 employee assistance programme (EAP) for staff and their immediate family members
- Subsidised canteen
- Free car parking
- VHI group scheme
- Membership to HSSU Credit Union
- Bike to work scheme

PERSON SPECIFICATION

JOB TITLE: Digital Marketing Executive (Fixed Term – 2 years)

GRADE: Grade V

DEPARTMENT: Marketing and Communications

REPORT TO: Marketing Manager

FACTOR	ESSENTIAL	DESIRABLE
<p>EDUCATION & EXPERIENCE</p>	<ul style="list-style-type: none"> • Degree/3rd Level qualification in Digital Marketing. • 2+ years’ experience in a similar Digital Marketing role (including website management, digital advertising, paid and organic social) within the last 5 years. • Strong knowledge of digital fundraising strategies and tools. • Proven record of running successful digital marketing campaigns (PPC, SEO, Google Ads, E-Mail, Lead and Reach). • Experience in website management, maintenance and development. • Experience in ad content creation for PPC and Social Advertising. • Proficiency in SEO, Google Suite and all digital advertising platforms. • Strong analytical skills and the ability to interpret data to make informed decisions. • Experience of utilising AI to drive campaign performance. • Experience of managing and maintaining department budgets. 	<ul style="list-style-type: none"> • Experience working for/with charities or non-profit organisations (experience in supporting fundraising activities highly desirable). • Previous experience in a healthcare/public sector. • Experience of creating multi-media content (including video, photography). • Experience of managing and growing multiple social media platforms. • Excellent content creation skills, including writing, design, photography and videography. • Clean driving licence.
<p>SKILLS/ABILITIES</p>	<ul style="list-style-type: none"> • Communication - Highly developed communication skills (spoken, written, public speaking and presentation). Proven ability to tailor and target messaging to multiple audiences. • Planning and organising - Strong planning and organizational skills and the ability to work with others, work to tight deadlines and handle multiple concurrent projects/activities. 	<ul style="list-style-type: none"> • Influencing - The ability to gain others’ support for ideas, proposals, projects, and solutions. • Professionalism - Ability to deliver professional products on short deadlines, content development, writing and editing skills. • Building Collaborative Relationships - The ability to develop, maintain, and

	<ul style="list-style-type: none"> • Attention to Detail - Achieves thoroughness and accuracy when accomplishing a task through concern for all the areas involved. • Flexibility - Openness to different and new ways of doing things; willingness to adapt preferred way of doing things when needed. • Technology Awareness – Excellent computer & role related software skills including: Office 365, CMS (Drupal, WordPress) Google Suite (Ads & Analytics), digital asset management (Canto), email marketing (Campaign Monitor, MailChimp), video editing (Filmora) and design (Canva). • Judgment/Decision-making - Demonstrated ability to apply good judgment in the context of assignments given. 	strengthen partnerships with others inside or outside the organisation.
KNOWLEDGE & UNDERSTANDING	<ul style="list-style-type: none"> • Metrics-driven marketing mind with an eye for creativity. • Strong understanding of the legal and regulatory requirements for the role (e.g. GDPR Copyright etc.). • Understanding of the charity/not-for-profit sector and fundraising/income generation. • Understanding of current industry benchmarks and trends in marketing. 	<ul style="list-style-type: none"> • Understanding of the complexities and sensitivities of children’s palliative care/child & family issues.
VALUES	<ul style="list-style-type: none"> • Must possess the LauraLynn values of compassion, collaboration and excellence and demonstrate these in the course of their employment. 	

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SUMMARY

LauraLynn is a renowned children's charity dedicated to providing exceptional care and support to children and their families. Our in-house digital marketing team is known for its expertise and innovative approach. We are now looking for a talented Digital Marketing Executive to join our team and help us emulate the success of LauraLynn Children's Hospice through expert digital marketing strategies.

The Digital Marketing Executive will be responsible for developing and executing digital campaigns through PPC and digital advertising, managing and collaborating on digital fundraising campaigns, optimizing SEO, and enhancing our dynamic website offerings. This role also requires proficiency in copywriting for digital advertising, photography, videography, design and planning. Additionally, the successful candidate will bring AI-driven solutions to our digital marketing efforts, leveraging artificial intelligence to enhance campaign effectiveness and efficiency. The candidate will report to the Marketing Manager and work collaboratively with the marketing, communications and fundraising teams to shape and manage their area of expertise.

DUTIES AND RESPONSIBILITIES

- Assist the Marketing Manager in developing and rolling out LauraLynn's digital strategy, policies and governance.
- Create and manage digital campaigns across various platforms (Website, Google Ads, Social Media advertising etc.).
- Develop, execute and report on digital campaigns to increase online donations and generate brand awareness.
- Optimize website content for SEO to improve search engine rankings and drive organic traffic.
- Enhance the website's dynamic offerings to improve user experience and engagement. Collaborating with internal stakeholders to keep content relevant and up to date.
- Work with external agencies, as required, to deliver website and digital requirements.
- Collaborate with internal and external stakeholders to produce high-quality digital content and design.

- Monitor and analyse campaign performance, providing regular reports and insights.
- Stay updated with the latest digital marketing and AI trends and best practices.
- Integrate AI-driven solutions into digital marketing strategies to enhance campaign performance.
- Plan and execute content strategies that align with our brand and fundraising goals.
- Participate in and contribute to team meetings and other internal and external teams/working groups you are assigned to.
- Create and manage engaging content, including blog posts, social media updates, e-shots, videos, and graphics.
- Use photography and videography skills to capture and create compelling stories.
- Assist the Marketing Manager in promoting and driving the use of LauraLynn's digital asset management system, Canto, across the organisation.

General

- Manage your learning and development in line with your role and personal goals.
- Positively promote LauraLynn in all activities.

HEALTH AND SAFETY

In respect of Health and Safety these duties must be performed in accordance with LauraLynn's health and safety policy. In carrying out these duties the employee must ensure that effective safety procedures are in place to comply with the Health, Safety and Welfare at Work Act. Staff must carry out their duties in a safe and responsible manner in line with LauraLynn Policy as set out in the safety statement, which must be read and understood.

QUALITY, RISK AND SAFETY RESPONSIBILITIES

It is the responsibility of all staff to:

- Participate and cooperate with legislative and regulatory requirements with regard to Quality, Risk and Safety
- Participate and cooperate with LauraLynn Quality and Risk and Safety initiatives as required
- Participate and cooperate with internal and external evaluations of the centres structures, services and processes as required, including but not limited to, The National Hygiene Audit, National Decontamination Audit, Health and Safety Audits and other audits specified by the HSE or other regulatory authorities
- To initiate, support and implement quality improvement initiatives in their area which are in keeping with LauraLynn quality, risk and safety requirements.

SPECIFIC RESPONSIBILITY FOR BEST PRACTICE IN HYGIENE

Hygiene in healthcare is defined as *“the practice that serves to keep people and the environment clean and prevent infection. It involves preserving ones health, preventing the spread of disease and recognising, evaluating and controlling health hazards”*.

- It is the responsibility of all staff to ensure compliance with LauraLynn hygiene standards, guidelines and practices.
- Department heads/managers have overall responsibility for best practice in hygiene in their area
- It is mandatory to attend infection control training yearly

The above job description is not intended to be a comprehensive list of duties and responsibilities and consequently the post holder may be required to perform other duties as appropriate to the post which may be assigned to him/her from time to time and to contribute to the development of the post when in office. This job description may change in line with the changing needs and objectives of the organisation.

FLEXIBLE WORKING:

LauraLynn offers flexible working options to staff depending on the role and needs of the service and in line with the Flexible Working policy. Staff wishing to apply for flexible working should discuss their request with their manager in the first instance. Our policy can be accessed at the following link: [Flexible Working Policy.pdf \(lauralynn.ie\)](https://lauralynn.ie/Flexible-Working-Policy.pdf).

PROFESSIONAL DEVELOPMENT AND MANDATORY TRAINING:

Maintaining the necessary skills and knowledge is important in this role. This being the case the postholder must ensure their continuous development. It is also incumbent on the postholder to ensure all mandatory training deemed necessary is up to date.

HEALTH AND SAFETY:

In respect of Health and Safety these duties must be performed in accordance with LauraLynn’s health and safety policy. In carrying out these duties the employee must ensure that effective safety procedures are in place to comply with the Health, Safety and Welfare at Work Act. Staff must carry out their duties in a safe and responsible manner in line with LauraLynn policy as set out in the safety statement, which must be read and complied with. You can read our health and safety statement here: [Health and Safety Policy.pdf \(lauralynn.ie\)](https://lauralynn.ie/Health-and-Safety-Policy.pdf)

QUALITY, RISK AND SAFETY RESPONSIBILITIES:

It is the responsibility of all staff to:

- Participate and cooperate with legislative and regulatory requirements with regard to Quality, Risk and Safety.

- Participate and cooperate with LauraLynn quality, risk and safety initiatives as required.
- Participate and cooperate with internal and external evaluations of the organisation's structures, services and processes as required, including but not limited to, the national hygiene audit, national decontamination audit, health and safety audits and other audits specified by the HSE or other regulatory authorities.
- To initiate, support and implement quality improvement initiatives in their area which are in keeping with LauraLynn quality, risk and safety requirements.
- Maintain a clean and healthy environment for our service users, families, visitors and staff.
- Maintain a high standard of hygiene including personal hygiene as part of their role within the organisation.
- Attend infection control training yearly.

FLEXIBILITY:

This post requires a high level of flexibility to ensure the delivery of an effective and efficient service. Therefore the post holder will be required to demonstrate flexibility on occasion as and when required by their manager.

DIGNITY AND WELFARE OF SERVICE USERS:

As a health care provider all staff are expected to behave towards service users and their families in a caring, professional and responsible manner. In line with the Trust in Care policy it is the duty and responsibility of all employees of LauraLynn, including this post holder, to report any concerns for the safety and welfare of service users to their line manager or head of department or to the Designated Liaison Person, which applicable.

DIGNITY AT WORK:

All members of staff at LauraLynn have a right to be treated with dignity and respect and to work in a safe environment which is free from all forms of bullying, sexual harassment and harassment. Thus, all staff, including this post holder, have a responsibility to help maintain such a working environment. All employees must comply with the national/LauraLynn Dignity at Work policy and ensure that their behaviour does not cause offence to fellow workers or any person with whom they come into contact during the course of their work.

CONFIDENTIALITY:

In the course of his/her employment, the person appointed may have access to or hear information concerning the medical or personal affairs of service users or staff or other health service business. Such records or information are strictly confidential and unless acting on instructions of an authorised officer on no account must information be divulged or discussed except in the performance of normal duty. In addition records must never be left in such a manner that unauthorised persons can obtain access to them and must be kept in safe custody/destroyed in accordance with policy when no longer required.

DRESS CODE / UNIFORM:

Attire and personal appearance must, at all times, conform to a standard LauraLynn considers appropriate. Staff attached to certain departments may be required to wear a uniform or other protective clothing. Where applicable any such requirements as detailed by the immediate supervisor must be adhered to at all times.

QUALITY:

To ensure the provision of the highest possible quality of service to our service users, all employees at LauraLynn have a responsibility to ensure adherence to and participation in internal and external quality control and assurance programmes on an ongoing basis.

Note: This job description is an outline of current broad areas of responsibility and accountability and should not be regarded as a comprehensive listing. As the role develops in the organisation this job description may be reviewed in light of possible new structures and/or changing needs of the organisation.

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TERMS AND CONDITIONS

TENURE:

This is a **2 year Fixed Term** contract of employment.

REMUNERATION:

Grade V of the HSE Consolidated Pay Scales as of 1st October 2024: €50,202 - €60,052 per annum.

Please note that whilst this position is not HSE/public funded the salary is linked to the national HSE payscales. Payment is made on a monthly basis (last Thursday) by credit transfer.

HOURS:

Full-time, 35 hours per week.

ANNUAL LEAVE:

30 days per annum/210 hours per annum.

PENSION SCHEME:

Membership of superannuation (pension) scheme is compulsory. Superannuation contributions at the appropriate rate will be payable in accordance with the provisions of the determined pension scheme. Further information will be issued upon appointment to the role.

RETIREMENT AGE:

Retirement age will be determined by the superannuation scheme a new employee is aligned to. Further information will be issued upon appointment to the role.

HEALTH:

A candidate for and any person holding the office must be fully competent and capable of undertaking the duties attached to the office and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

GARDA VETTING:

Arrangements have been introduced, on a national level, for the provision of Garda Clearance in respect of candidates for employment in areas of the Health Services, where it is envisaged that potential employees would have substantial access to children or vulnerable individuals. The successful candidate will be required to complete a Garda Vetting form prior to starting with LauraLynn.