

Job Title: Social Media and Paid Search Executive

Reports to: Head of Digital Marketing

Location: Dublin South

Job Type: Permanent (subject to probation)

Job Summary: The role sits within the College's Digital Marketing Team and provides support across all four campuses. The Social Media and Paid Search Executive manages all social media channels, using paid and organic campaigns to drive interest in Griffith College courses and to provide an engaging audience experience.

The role also manages the relationship and performance of the agency/agencies that handle Paid Search for Griffith College.

The successful candidate will be required to optimise the College's social media and paid search presence. This will be achieved through analysing trends, monitoring competitor activity and emergent social platforms, and ensuring paid campaigns deliver effectively.

The Social Media and Paid Search Executive works with departments and faculties to promote their courses.

The role also involves developing website content, working with the College's Website Editor.

Success in this role will depend heavily on both their credible technical expertise and experience, but also their ability to work well in an extremely fast-paced and demanding environment, and in collaborating / influencing across teams.

Job Responsibilities:

Social:

- Developing engaging content and overseeing all organic and paid posts on platforms such as LinkedIn, Facebook, Twitter, TikTok and Instagram via daily updating of an agreed content calendar.
- Ownership and planning of budgets for paid social advertising campaigns.
- Overseeing the College's main social media platforms.
- Developing and implementing the College's social media strategy.
- Improving policies and processes to ensure social media activity meets the highest standards.
- Ensuring social media aligns with the College's calendar of activities and key intake dates.
- Auditing and analysing the College's social media presence to maximise effectiveness.

Paid Search:

- Lead on the planning and delivery of campaigns for the domestic market with a focus on building and optimising campaigns across multiple platforms.
- Manage the agency that looks after paid search for the College
- Manage budgets and invoicing

Content:

- Assisting with day to day copywriting of content across Griffith.ie.
- Overseeing all photography and imagery used on social media and the website.

Minimum Education/ Experience Requirements:

- A degree in marketing, communications or journalism is desirable.
- Facebook Blueprint certification or similar qualification is desirable.
- Strong knowledge of the main social media platforms.
- Experience of running paid social media campaigns.
- Supplier management experience desirable
- Search PPC knowledge including account and keyword strategies, Remarketing, KPIs and targets, script development / account automation tools, and related products.
- Excellent written communication skills.
- Strong understanding of social and digital marketing.

About Griffith College

Established in 1974, Griffith College is Ireland's largest independent 3rd level institution with locations in Dublin, Cork and Limerick. The main campus is situated on seven acres within a mile of St. Stephen's Green on Dublin's South Circular Road. Griffith College enjoys national and a growing international reputation for student success. The College has gained an enviable, award winning reputation for providing students with first class lectures and excellent study material. Griffith College offers internationally recognised postgraduate and undergraduate degree programmes, complimented by a wide range of professional, short term and corporate training educational solutions - in Griffith college, there is something for everyone. Today there are over 7,000 students studying in the College, which is a designated educational institute of the Quality and Qualifications Ireland (QQI). Click the link for more information. <http://www.griffith.ie/>

Why work for Griffith College?

- Stunning historical premises on 7 acres of land.
- Competitive salary.
- Hybrid working model available
- Training and Development opportunities.
- Free parking facilities.
- Subsidised on-site restaurants.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline of proposed areas of activity and will be amended in the light of the changing environment within the Faculty and the College.

Griffith College is an equal opportunities employer. Candidates must be eligible to work full-time for any employer in Ireland. We thank everyone for their applications, however, only candidates selected for interview will be contacted