



GRIFFITH COLLEGE

<b>Job Title:</b> Digital Marketing Executive	<b>Reporting to:</b> Head of Digital Marketing
<b>Location:</b> Dublin South Circular Road	<b>Job Type:</b> Permanent Full time - Hybrid

**Job Summary:**

Griffith College is a forward-thinking educational institution committed to leveraging the power of digital transformation to enhance communication and engagement with our target audiences.

With the rapid growth of digital requests and the dynamic landscape of online communication, we are seeking a talented and motivated Digital Marketing Executive to join our team. This role will play a pivotal part in elevating our digital presence, fostering meaningful connections, and ensuring efficient communication with various stakeholders.

As part of our team, you will play a crucial role in creating and promoting digital content to drive awareness, inquiries, and applications. This position is ideal for an experienced candidate who is passionate about digital marketing and eager to expand their skills and responsibilities within a historic, city centre campus environment.

*Main Responsibilities:*

1. *Digital Content Creation:*

- Develop engaging and relevant written content for the website, organic social media, and other digital platforms.
- Create visually appealing imagery and graphics for use on the website and social media channels.
- Collaborate with the marketing team to align content with the overall brand strategy and messaging.

2. *Communication Enhancement:*

- Work closely with faculties and departments to swiftly implement digital requests, such as website updates, news items, and bespoke projects.
- Manage communication with potential students and current students across various digital channels, including Google Profile, Social Media, Chatbots, and Hotjar.
- Continuously improve the effectiveness of communication strategies to engage and inform target audiences.

3. *Digital Strategy Execution:*

- Contribute to the development and execution of digital marketing strategies to drive brand awareness, engagement, and lead generation.



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- Monitor digital trends and stay updated on emerging technologies and best practices in the digital marketing landscape.

### **Minimum Education/ Experience Requirements:**

- Bachelor's degree in Marketing, Communications, Digital Media, or related field.
- Proven experience (3+ years) in digital marketing, content creation, and social media management.
- Proficiency in utilizing various digital platforms, including Google Profile, Social Media channels, Chatbots, and Hotjar.
- Strong creative and visual skills with the ability to create engaging written and visual content.
- Familiarity with Digital Asset Management (DAM) systems and practices.
- Excellent communication, organizational, and project management skills.
- Strong attention to detail and ability to manage multiple tasks simultaneously.
- Analytical mindset with the ability to measure and analyse digital marketing performance metrics.
- Proficiency in graphic design tools and content management systems is a plus.

### **About Griffith College**

Established in 1974, Griffith College is Ireland's largest independent third 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 a 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/>

### **Our Vision**

‘Empowering learners to achieve their career and life potential’

### **Why work for Griffith College?**

- Competitive salary package.
- Funding support for continued professional and academic development.
- Bike to work scheme.
- Tax saver travel scheme.
- Opportunity for continued training development and support.
- Free parking facilities.
- Onsite subsidised restaurant.
- Stunning historical premises.
- Vibrant multidisciplinary and multicultural learning environment.
- Innovative and agile place to work.
- Welcoming environment committed to learner and staff development.



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*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.*