

Job Title: Website Content Executive	Reports to: Head of Digital Marketing
Location: Dublin South	Job Type: Permanent (subject to probation)

Job Summary:

The person will be responsible for developing a content strategy for the College’s website, Griffith.ie, and overseeing the updating of content on same. The site caters for a wide range of audiences including undergraduate, postgraduate, part-time, professional and short courses applicants, and currently receives in excess of one million visits per annum.

As part of the College’s Digital Marketing Team, the successful candidate will create, update and manage the website content (e.g. text, images, video and other media) including writing, editing and proof-reading submitted drafts from content champions.

This is an excellent opportunity to work in a fast-paced, dynamic and collaborative digital marketing environment. The ideal candidate will have a minimum of 2 years’ experience in a similar role. They will have strong CMS and SEO content writing skills.

Job Responsibilities:

- In collaboration with the social media executive and marketing officers, create a content calendar for each academic year and implement same;
- Undertake content updates for all faculties, departments and campuses across the College;
- Work with the head of digital marketing to ensure all content added to the site adheres to SEO best practice to help improve rankings on Google SERP;
- Use CRO (Conversion Rate Optimization) where relevant;
- Work closely with faculties and the digital marketing team to identify content requirements;
- Implement training on the Drupal CMS for internal stakeholders (faculties, marketing officers, etc);
- Identify user experience issues on the website and act in a proactive manner to resolve these, working with other key stakeholders in IT and digital marketing;
- Ensure all content on Griffith.ie is up to date and grammatically correct;
- Adhere to all QA testing procedures, and to brand and communication guidelines, regarding Griffith.ie.
- Document all application and website changes;
- In collaboration with the head of digital marketing, improve business processes when appropriate
- Any other duties as required by line manager.

Minimum Education/ Experience Requirements:

- Postgraduate qualification in a communications or content related subject (e.g. journalism, English, public relations).
- Good content writing skills;
- Experience of using Drupal CMS;
- Strong communication and technical (backlinking, redirects, url management, etc.) skills;
- Previous experience in a similar role an advantage;
- Reasonable knowledge of online marketing is desirable;

- Digital marketing qualification an advantage;
- Good understanding of web design, development and SEO an advantage
- Must be legally entitled to work full time in Ireland for any employer.

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.
- 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.