

Job Specification:

Job Title: Digital Content Executive	Reports to: Head of Digital Marketing
Location: Dublin South	Job Type: 11 Month fixed-term contract, with opportunity to become permanent

In this role, you will work within a dynamic national marketing team, creating and promoting digital and social content that develops awareness, enquiries and applications for our outstanding creative faculty courses. Based in a historic, city centre campus, this is an exciting position for an experienced and creatively-minded candidate seeking to grow their skills and responsibilities.

The role provides dedicated digital content support to the College's creative faculties as part of the College's Digital Marketing Team. The focus initially is on Graphic Communication Design, Fashion Design, Interior Design and Architecture, Fashion, Film & TV and Photography programmes. The successful candidate will be required to optimise the creative faculties' content on the Griffith.ie website and on all social media platforms. This will be achieved through developing a detailed content plan with heads of faculty and programme directors.

The successful candidate will develop an outstanding creative presence on Griffith.ie using existing assets such as videos, images, graphic design, news items, case studies, testimonials, photography, and animations. The role will also require the development of new creative content (such as videos and photography), identifying existing gaps in the College's website offering, taking account of competitors and new trends within higher education and the broader creative sector as well as displaying a large amount of previous graduates' work and documenting the current student's work in progress.

Key skills and attributes include a keen creative eye, strong camera skills (for photography and video), the ability to work to tight deadlines, the ability to work with multiple stakeholders, good verbal & written communication skills and concept development skills. An understanding of social and digital marketing is preferred.

Job Responsibilities:

Content:

- ensuring that the wide range of creative faculty assets are used effectively on Griffith.ie – video, photography, animation, graphic design, case studies, testimonials;
- sourcing content from award-winning alumni, learners, lecturers, staff and industry to effectively promote the creative faculties;
- ideation & creation of original visual content;
- documenting the work in progress of any significant student projects or events;
- day to day copywriting of blog, news and course page content for creative faculties on Griffith.ie;
- updating Griffith.ie with creative faculty news items and event content;
- overseeing all photography and imagery used on social media and the website for creative faculties;

- in collaboration with the Website Editor, planning, creating and implementing conversion-focused content for the website and CRM marketing regarding creative faculties;
- assisting with the design of promotional materials;
- project managing bloggers, copywriters, external designers and creatives;
- working with photographers and design agencies to develop outstanding creative assets;
- auditing and analysing the creative faculties' digital presence to maximise effectiveness;
- creating content for and arising from creative faculty events and exhibitions;
- monitoring social media and company website metrics.

Social Media:

- developing engaging content and overseeing all organic and paid posts for Griffith's creative faculties on platforms such as Instagram, Facebook, Twitter, TikTok and LinkedIn via daily updating of an agreed content calendar;
- developing and implementing a social media strategy for creative faculties, working with the faculties and the College's digital team;
- ensuring social media aligns with the creative faculties' calendar of activities and key intake timelines;
- ownership and planning of budgets for content creation, social advertising campaigns and website development work relating to creative faculties;
- using social media to engage consumers, respond to questions or complaints, and to promote company initiatives.

Structure of the Role: Approximately 40% of the person's time initially will focus on the creative faculties' presence on Griffith.ie, 40% on social content with the remaining 20% focusing on creative projects that may arise during the year, such as Creative Week, video testimonials, photographing students' projects - for Fashion students, International Women's Day project, to name a few.

Minimum Education/ Experience Requirements:

- excellent visual creative skills – emphasis on photography, video and basic design skills;
- a strong team player, they must have the ability to multi-task and work to very tight deadlines with different audiences.
- ability to understand various potential audiences and how best to target them;
- excellent knowledge of the main social media platforms and the ability to create engaging and impactful content. Experience of running paid social media campaigns a plus but not necessary;
- proven track record in developing and displaying engaging content to the relevant audiences and stakeholders;
- a degree in multimedia, marketing, visual communications, photography, animation or graphic design is desirable.
- Facebook Blueprint certification, or similar qualification, is desirable.
- strong listening and communication skills and the capacity to work independently and collaboratively. They must demonstrate the ability to work efficiently without compromising quality or accuracy.