



THE IRISH BLUE CROSS
ANIMAL WELFARE CHARITY

Job Title: Digital Communications & PR Executive

Contract: Permanent, full-time

Responsible to: Campaigns & Fundraising Manager

Core Hours: 9.00AM - 5.00PM Monday to Friday

Due to the nature of the role, you may be required to work outside of these hours

Salary: Commensurate with experience

Location: Inchicore, Dublin 8

About The Irish Blue Cross

The Irish Blue Cross is a Registered Charity with a long tradition of providing low-cost veterinary care to pets of eligible owners through our Inchicore Clinic and network of mobile clinics. We also provide a horse ambulance service that attends all Irish race meetings and events. The Charity's funding comes from various sources including services, government, local authority, corporates, individuals, gifts, bequests, fundraising and marketing events and initiatives.

Our mission is to offer affordable veterinary care to eligible owners, promote welfare and responsible pet ownership, and to alleviate the suffering of animals.

About the role

As Digital Communications & PR Executive you will work closely with our Campaigns and Fundraising Manager. You will be required to deliver internal and external communications in a range of different areas. You will contribute to achieving the Charity's marketing and communications goals as set out for the year.

You will be required to,

- Formulate and implement an integrated communications strategy and plan to increase awareness of The Irish Blue Cross and its work both internally and externally
- Develop and execute The Irish Blue Cross digital strategy across paid, owned and earned media.
- Create and maintain marketing comms calendar in conjunction with the fundraising team and internal stakeholders
- Generating and managing digital content on The Irish Blue Cross website and social media channels
- Media monitoring and evaluating media coverage
- Copywriting and adapting text for various channels
- Finding news from around the organisation, and maximising opportunities for positive and proactive internal stories and PR
- Writing press releases, features and thought leadership articles for local, regional, national and trade media
- Developing relationships with journalists to secure media coverage
- Supporting the organisation with crisis communications and risk/reputation issues
- Support the promotion of Campaigns, Community Fundraisers & Events, and attending events when necessary
- Maintain a working knowledge of trends in the social and not for profit sector by attending events and networking
- Flexibility to work on occasional weekends/evenings as required
- To undertake such other duties as might be reasonably assigned from time to time

Please note that the above list of duties and responsibilities is non-exhaustive.

About you – essential requirements

- Educated to third level, or proven track record in digital marketing and communications
- Minimum of 2 years' experience working in fundraising/sales/business development/marketing & communications
- Proficient in digital media across social, search and CRM
- Comprehensive stakeholder management experience
- Excellent interpersonal and communication skills
- Demonstrable experience in working to and achieving high targets
- You will have a positive, flexible, and caring attitude
- Strong organisational and administrative skills
- Excellent IT skills
- Excellent stakeholder management skills
- Meticulous attention to detail
- Ability to self-sufficiently manage competing deadlines

Desirable requirements

- A qualification in journalism, communications or PR
- Experience of working within the social and not for profit sector
- Demonstrable experience in content creation
- Full driving licence and access to a car
- Working knowledge of Salesforce CRM

Our benefits

- Training allowance
- 20 annual leave days (plus 5 discretionary company days)
- Canteen facilities
- Free car parking
- Bike to work scheme
- EAP
- Enhanced Sick Pay
- Option to enter The Irish Blue Cross Staff Pension Scheme after one year. Employer contribution 6% of gross salary pa and employee contribution minimum 5% of gross salary pa
- Scope for hybrid working arrangement outside of busy campaign periods

How to apply

Please submit your CV with a covering letter highlighting your relevant skills and experience and outlining why this position is suited to you to paul.halpin@bluecross.ie

Our Core Values and What They Mean

Integrity. We act in an ethical, transparent, and honourable way.

Dynamic. We are ambitious and optimistic, striving for success.

Responsible. We are proud of our professionalism and hold ourselves accountable for the work we do.

Fair and Reasonable. We aim to be consistent and treat everyone equally.

Compassionate. We believe in showing respect and kindness and we aim to be supportive and caring in all that we do.

The Irish Blue Cross is an Equal Opportunities Employer