



### **Communications and Marketing Manager**

**LOCATION:** 368/370 South Circular Road, Dublin 8

**JOB TYPE:** Part-time permanent

**Hours:** 20 hours per week- Monday- Friday with flexibility, occasional weekend work may be required in the undertaking of your responsibilities. TOIL will be granted for any additional hours worked.

**Reporting to:** CEO

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#### **PRIMARY OBJECTIVE**

This is a new post. The primary objective is to develop and lead the marketing and communications work of Daisyhouse Housing Association. To proactively identify, build and support a community of donors and supporters to generate income and start a long-term relationship to support our mission and the women we serve.

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#### **KEY RESPONSIBILITIES**

##### Marketing

- 1) Support the develop an income generating strategy for Daisyhouse that provides a sustainable mix of unrestricted and restricted income to meet the goals of our strategic plan and mission.
- 2) Proactively take responsibility for the delivery of that strategy to meet agreed targets within agreed expenditure budgets.
- 3) Take responsibility for developing and delivering our supporter care strategy and ensuring anyone who gives money, time and action for Daisyhouse experiences excellent, personal supporter care that encourages a long-term relationship.
- 4) Undertake your activities in line with sector best practice, that are safe and legal and GDPR compliant. Support third parties to do the same.
- 5) Proactively develop relationships with groups, organisations, individuals or anyone who might be interested in supporting the work of Daisyhouse. Inspire and support them to take action, fundraise and donate.
- 6) Keep up to date with sector developments, ideas and best practice so that our strategy and plans are relevant, creative and engaging and maximise the income generating potential for Daisyhouse.
- 7) Ensure that all activities are evaluated to provide data, insight and learning to inform future strategy and investment.



## Communications

- 1) Develop a communications strategy for Daisyhouse that supports the organisation to reach identified target audiences in order to meet income targets.
- 2) Proactively deliver the strategy on a day to day basis including key social media channels and website management.
- 3) Write copy for all external communications in support of fundraising, marketing and brand building including developing, creating and project managing the Annual Report. Also write for the CEO and/others when required.
- 4) Work with the CEO to develop relevant advocacy campaigns.
- 5) Develop a bank of copy, photography and case-studies to support your work and the work of the organisation. Ensure that these are kept in a GDPR compliant way that safeguards your colleagues and our beneficiaries. Ensure this is kept up to date.
- 6) Develop and deliver regular engaging and inspiring updates to our community of supporters, donors, fundraisers and friends (including audiences from other parts of the business e.g. homelessness sector, academics, policy makers, the media) that drive engagement
- 7) Review and develop the brand of Daisyhouse to support our work and strategy. Proactively manage all our brand assets to ensure standards of consistency and quality are maintained. Develop a brand book for your colleagues and our community so they are able to be brand ambassadors to promote our work and mission and in support of raising our profile.
- 8) Develop the Daisyhouse founding story including maximising our relationship with our Patron and Ambassador.
- 9) Build relationships with key individuals and organisations who can support brand building and awareness raising for Daisyhouse. Media outlets, celebrities/influencers, businesses who can provide gifts-in-kind etc.
- 10) Keep up to date with communication sector developments, ideas and best practice so that our strategy and plans are relevant, creative and engaging to maximise opportunities for Daisyhouse.
- 11) Ensure that all activities are evaluated to provide data, insight and learning to inform future strategy and investment.

## Operational

- 1) Develop systems, processes and protocols that support our fundraising, marketing and communications strategy to ensure our work is efficient and effective at all times.
- 2) Keep accurate GDPR compliant records of our donors, supporters and any third parties that we engage with in the course of executing our fundraising, marketing and communications strategy.
- 3) Use all opportunities to build a database of supporters to take action in support of the Daisyhouse strategy e.g. data capture via social media channels, website etc
- 4) In line with Daisyhouse policy and procedure, recruit, train and support volunteers as necessary to support key projects and events to deliver the strategy.
- 5) Ensure that all your activity is in line with Daisyhouse safeguarding policy and procedures.



- 6) Write an annual plan and budget for Marketing and Communications at Daisyhouse, and develop a 3-year strategy plan to meet the organisation's objectives. Ensure collaboration across the organisation, high-level volunteers (e.g. Fundraising and Funding Sub Committee, relevant trustees)
  - 7) Write any reports against KPIs and objectives as instructed by the CEO in order to inform strategy and operations.
  - 8) Undertake any other duties that may be required which are commensurate with the role. The above list is not exhaustive; additional areas of responsibility may be added over time
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## **Part 2: PERSON SPECIFICATION**

### **Essential**

- 3 years' experience in marketing and/or communications activities in any sector, paid or as a volunteer.
- Experience of organising events or activities with small budgets and securing gifts-in-kind.
- Experience of writing engaging, motivational copy for a variety of channels that solicits action from the reader.
- Experience of executing customer care strategies to thank and motivate long-term relationships.
- Experience of relationship building, ideas generation and turning opportunities into actions.
- Experience of using and maintaining databases to legal and best practise standards and an understanding of GDPR as it pertains to Daisyhouse.
- Experience of using a variety of social media channels and managing a website.

### **Desirable**

- Experience of working with the media and other third parties in the communications field, e.g. Designers, Photographers, Agencies, Celebrities/Influencers.
- Experience in digital marketing to deliver objectives.
- Experience of developing and managing a brand.
- Demonstrable passion for learning new skills and testing ideas.
- Commitment to Safeguarding as it pertains to the activities of Daisyhouse.
- Health and Safety Experience as it pertains to fundraising activities and events including those of third parties.
- A relevant qualification in communications and/or marketing.

### **Skills and Attributes**

- Commitment and empathy with Daisyhouse Housing Association's goals and values.
- Inspirational, charismatic, confident and with a can-do attitude
- Flexible, warm & friendly



- Proactive, ambitious, full of energy and passion for the cause and for sharing that with those around them
- Ability to empathise and understand the motivations of others; always looking for a win-win
- Ability to make decisions and take the initiative, as part of managing a complex and varied workload.
- Willingness to be self-servicing and work independently, and with a strong commitment to team work
- Ability to work calmly under pressure, to prioritise, to seek guidance and feedback
- Excellent computer and IT skills.
- A commitment to excellence and close attention to detail
- Full, clean driving license
- Working knowledge and understanding of Child Protection and Safeguarding of Vulnerable Persons
- Knowledge of charity law, GDPR, and relevant guidelines and codes of practice

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### Benefits

<b>Post:</b> Marketing and Communications Manager	
<b>Salary:</b> €40,000- €45,000 Pro Rata	
<b>GENERAL POINTS</b>	
Salary paid	By bank transfer monthly in arrears nominally on 28th of each month
Holiday	13 days per annum plus public holidays
Location	368/370 South Circular Road, Dublin 8
Hours of Work	20
Travel & Expenses	Expenses and mileage for work related trips will be paid.
Garda Clearance	Required



**Application details:**

To apply, please email your CV together with your cover letter (no longer than two sides of A4) to [ceo@daisyhouse.org](mailto:ceo@daisyhouse.org) no later than 5pm Friday 17<sup>th</sup> September 2021.

**Interviews will be held w/c 27<sup>th</sup> September 2021.** Only those shortlisted for interview will be contacted.

If you are successful with your application and are offered a position with Daisyhouse Housing Association, the offer may be conditional upon you:

- Successfully completing Garda Vetting/Police Clearance
- Producing evidence to show that you are entitled to live and work in Ireland
- Verification of qualification
- Completion of 2 successful reference checks

**\*Please note that only those who meet the requirements above will be considered.  
Daisyhouse is an equal opportunities employer.**

**By applying for this position, you are giving Daisyhouse consent to have your personal data stored which will be retained for the purpose of this position only.**

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**ABOUT DAISYHOUSE HOUSING ASSOCIATION**

Daisyhouse Housing Association is a 32-year-old, registered charity and Approved Housing Body supporting individuals out of homelessness. We do this through the provision of Supported Temporary Accommodation combined with uniquely tailored individual Personal Support Programmes to individuals who are homeless. We provide this service for an 18-month period so that they can break the cycle of homelessness and be empowered to move forward to independent, safe, sustainable living. We also provide a fully comprehensive resettlement programme.