

## JOB DESCRIPTION – STAND Marketing and Brand Awareness Coordinator

<b>Job Title</b> STAND Marketing and Brand Awareness Coordinator	<b>Reports to</b> General Manager
<b>Location</b> Dublin	<b>Salary</b> €28,000 - €34,000

### SUMMARY OF JOB ROLE

Suas Educational Development is an ambitious, education focused social change organisation that supports programmes in Ireland, India, Kenya, and Zambia. Our vision is a world where all young people are given the opportunity to realise their full potential in life and go on to create positive change in their society. Our work focuses on Global Citizenship education through two main programmes: Our STAND programme and our International Volunteer Programme, which both seek to increase third-level students' awareness, understanding and action on a range of development issues including education.

STAND is an initiative of Suas. It supports third-level students to progressively engage with global justice issues through various activities including a news website, an arts festival, an evening course, and action learning/volunteering programmes in Ireland and overseas. We run our activities in collaboration with staff and students at third-level campuses across Ireland and the Union of Students in Ireland (USI). We are Irish Aid's strategic partner for our global citizenship work in the third-level sector in Ireland.

The purpose of the **STAND Marketing and Brand Awareness Coordinator** role is to contribute to the achievement of STAND goals by developing and marketing an incentive and progression pathway for students through STAND activities. The aim is to increase the number of students participating with STAND and to increase longer-term, deeper engagement with STAND.

As Marketing and Brand Awareness Coordinator, you will be responsible for the delivery and results of multimedia marketing campaigns across our range of programmes. The successful candidate will also manage the STAND website and social media channels, both of which provide a dynamic space for students across Ireland to learn more about global issues.

As part of our awareness raising activities, you will also work with student bodies to design events and workshops that both raise the profile of STAND and spread awareness on key global justice and equality issues.

This role works in close collaboration with the STAND Activities Manager and STAND Student Engagement Coordinator to carry out work.

## **MAIN RESPONSIBILITIES & DUTIES**

### **Marketing coordination**

- Developing marketing campaigns for all STAND programmes, including STAND Student Festival, Ideas Collective and Global Issues
- Implementing recruitment campaigns for STAND projects across all digital and traditional channels
- Management and development of STAND.ie website
- Marketing campaign analysis and reporting

### **Social media coordination**

- Developing social media strategy across all channels
- Enacting social media plans
- Producing multimedia content (written/audio/visual)
- Reviewing analytics and updating digital strategy accordingly

### **Awareness raising programme coordination**

- Planning and designing awareness raising campaigns focused on key global topics for STAND's digital media channels
- Partnering with student bodies (i.e non-STAND third level student societies) for awareness raising activities and events on justice and equality issues
- Supporting the STAND Engagement Coordinator in the roll out of joint advocacy campaigns with our strategic partner the Unions of Students in Ireland (USI)

### **Brand development**

- Actively seeking opportunities for STAND to be on third-level campuses to promote activities
- Creating a network of STAND Student Ambassadors for promotional purposes

### **Other**

- Ensuring all programme targets are met
- Budgetary management
- Inputting in strategic programme planning when necessary
- Assisting with activities that are out of the Marketing Coordinators remit when necessary

## **PERSON SPECIFICATION**

### ***Essential***

- Qualification in Communications/Marketing/Design or equivalent in work experience
- Minimum three years' experience working in a project coordination role
- Knowledge and understanding of development education aims, methodologies and content

- Experience in recruiting for development education programmes and events with success
- Experience of working collaboratively with various stakeholders & with young adults (18-30)
- Excellent communication skills (written, verbal, presentation) including attention to detail
- Excellent interpersonal skills and ability to operate as part of a team
- Excellent project management skills and ability to multitask and work to deadlines
- Experience of using Content Management Systems (such as Wordpress)
- Experience with desktop publishing and graphic/web design
- Strong working knowledge of google analytics and monitoring and evaluation tools

***Desirable***

- Qualification in Development or Education, or equivalent in work experience
- Experience of designing development education programmes

**TO APPLY**

Applications including **CV and cover letter** should be submitted to [hr@suas.ie](mailto:hr@suas.ie). Suas will be reviewing applications and interviewing on a rolling basis until the position is filled.

Candidates must be legally entitled to work in Ireland at time of application.