



Head of Marketing and Communications

Overview

Triathlon Ireland seeks a dynamic, energetic and results driven marketing professional to deliver the organisations Marketing and Media strategy as well as the day-to-day operations of the department. The successful candidate will be a key member of the Triathlon Ireland staff team, with operational responsibility for developing commercial partnerships, managing our communications strategy and marketing our major events and membership offerings.

This is a fantastic opportunity to join the team at one of Ireland's fastest growing sports and National Governing Bodies.

About Triathlon Ireland

Triathlon Ireland (TI) is responsible of promoting, encouraging and advancing the sport of triathlon at all levels throughout Ireland.

Triathlon Ireland has experienced considerable growth over the past decade and made great strides in developing the professionalism of the organisation. Between 2005 and 2015, membership has grown from 800 to 10,500 along with 85 affiliated clubs and 200 sanctioned events in 2015.

Triathlon Ireland has achieved a great deal from a marketing perspective – the successful candidate will consolidate the work done to date and build upon it over the coming years. We are an ambitious organisation.

The TI offices are currently located in Kilmacanogue, Wicklow and free parking is available.

Contract Duration

Full time, subject to standard probation period.

Reporting

- Reports directly to Operations Manager, with a close working relationship with members of the Senior Management Team
- Will develop a strong working relationship with an appointed Marketing expert operating at Triathlon Ireland Board level.

Establish close working relationships with:

- Media Contacts, existing and new content producers (photography, video)
- Clubs
- Funding and Commercial Partners
- TI membership
- Elite High Performance Squad

- Triathlon Ireland staff team

Key Responsibilities

- Implement the organisation's Communications and Marketing Strategy
- Develop content for publication on behalf of TI in traditional media and on TI's digital platforms including management of all TI social media platforms
- Maximise and co-ordinate coverage for our elite and age group athletes, promoting Olympic and Paralympic Squads, ETU and ITU Championships and Series races and Triathlon Ireland Championship & Series events, increasing the level of traditional media coverage and the level of social media reach and engagement.
- You will build upon TI's stable of sponsors while increasing the commitment of current sponsors and developing the marketability of TI's elite athletes.
- You will be responsible for sponsorship activation and be prepared to innovate in partnership with our sponsors
- Increase the positive perception of TI amongst the membership through a variety of value adding means.
- Develop and promote the Triathlon Ireland Brand ensuring brand consistency across all TI activities and publications.
- Oversee any promotional activities at expos and at events.
- Build upon TI's current marketing database and devise and issue monthly newsletters to 22,000 subscribers & ensure consistent look and feel across targeted newsletter communications
- Promote Membership, Events & a wide variety of workshops hosted by TI.
- Produce Sponsorship proposals and seek out new sponsors for select rights

This list is not exhaustive and may be amended as the need arises during the course of the contract.

Key Skills and Experience Required

You will be a confident marketer with experience of integrated multi channel approaches and will be motivated by making the marketing budget achieve big things!

You will be a dynamic innovative thinker willing to bring new ideas and initiatives to help develop the sport of Triathlon.

You will work across a range of target audiences, including our membership and the general public as well as existing and future media and commercial partners.

You will be a strong and effective verbal and written communicator, helping to reinforce our credentials as one of the most progressive and forward thinking National Governing Bodies of Sport.

Essential Skills & Experience

- Proven track record in finding strong commercial partnerships.
- Experienced in sponsorship activation.
- Demonstrable experience of sound budget management.
- Experience in the use of IT (Google Apps for Work, Microsoft Office etc.)
- Self-motivation and ability to deliver using own initiative.
- Ability to balance conflicting demands and tight deadlines
- Proven communication, presentation and influencing skills
- Personal integrity and the ability to invoke trust and respect from others.
- Ability to work irregular and unsocial hours as required involving work outside normal office hours, at evenings, weekends and Bank Holidays
- Full Clean Driving License
- 3rd Level Qualification

Desirable

- Experience of working in the sport sector.
- Demonstrate a sound understanding of Triathlon Ireland and its operations and activities.
- Knowledge of elite and domestic athletes a plus.
- Knowledge of the international triathlon landscape in Europe and globally.
- Marketing or Media 3rd Level Qualification
- Experience of graphic design and/or content creation

Remuneration

Remuneration will depend on qualifications and demonstrable knowledge and experience, and will be made up of a basic salary plus performance related bonus, together with allowable expenses. On target earnings will be in the pay grade range of TI-3 (€30,000-35,000) or TI-4 (€35,000-40,000).

Application and Selection Process

Applications consisting of an updated CV with and a 2-minute max video clip outlining your skills, qualifications, knowledge of Triathlon and enthusiasm for the role to be sent to darren@triathlonireland.com no later than 09.00 Monday 14th December, 2015.

Applications received after this deadline will not be considered.

Please put 'Marketing Position' in the subject line of the email.

Triathlon Ireland is committed to the promotion of equality of opportunity in all fields. As an equal opportunities employer, TI intends that no job applicant or employee shall receive less favourable treatment because of gender, gender reassignment, marital or family status, age, disability, ethnic origin, creed, sexual orientation, Trade Union membership, or by any other condition or requirement which cannot be shown to be justifiable.

Selection

- Shortlisting will take place as soon as possible following the closing date. You should presume that you have not been successful if you have not heard from us within 4 weeks of the closing date.
- Whilst provisional dates have been set for the recruitment and selection timetable, we may need to be flexible in varying the dates to suit all concerned.
- It is likely that the selection arrangements will only be confirmed following short listing when the requirements of candidates being called to interview can be more clearly assessed. However it is intended to hold interviews for this post on the 5th or 6th January, 2016 at the TI Offices.