



DIGITAL MARKETING & CONTENT EXECUTIVE

Role Description | 2023

Post Title: Digital Marketing & Content Executive

Reports To: Head of Marketing, Communications & Sponsorship

Contract Duration: Full time, subject to standard probation period

Based: Sport Ireland Campus, Dublin 15 (Remote/hybrid working supported)

IN A NUTSHELL

Triathlon Ireland (TI) is the national governing body for the sport of triathlon, duathlon, aquathlon, and related multisport events in the Republic of Ireland & Northern Ireland. With a mission to promote, develop, and grow the sport across all levels, we are seeking a talented and motivated Digital Marketing & Content Executive to join our dynamic team.

As the Digital Marketing & Content Executive, you will play a pivotal role in enhancing Triathlon Ireland's digital presence, driving engagement, and effectively communicating with our diverse audience. You will be responsible for developing and executing digital marketing campaigns, creating engaging content, managing social media platforms and optimising our online presence to promote and grow the sport of triathlon in Ireland. Including, assisting with delivery of the day-to-day operations of the marketing, communications & sponsorship department.

We are an ambitious organisation, and this is a fantastic opportunity to join the TI team at one of Ireland's fastest growing sports and National Governing Bodies. We are on a journey to strengthen our community, open triathlon to all and to transform lives through swimming, cycling and running, as we #TransformTogether.

YOU COULD BE THE ONE IF YOU HAVE

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent work experience).
- 3-5 years proven experience in a digital marketing, social media management or content creator role.
- Graphic design, photography, video & editing skills are desirable (Canva & iPhone).
- Digital first mindset, comfortable with an agile culture focused on continuous improvement.
- Adept with CMS (Wordpress), eMail Marketing (Mail Chimp), digital marketing tools and platforms, including an understanding of SEO and SEM.
- Experience with planning, launching, and optimising paid digital advertising campaigns across platforms such as Meta Ads, and other relevant advertising networks.
- Familiarity with online analytical tools and the ability to interpret data for actionable insights.
- A sense of what makes a 'brand' and some calibration on style and tone, you know what's a good idea versus the right idea (for us, specifically).

- The ability to think big and small – from recognising a big opportunity within our projects and campaigns, to keeping an eye on our community & clubs social media accounts in case something interesting pops up.
- The desire to work autonomously, as well as collaboratively (and understand when the time is right for each).
- Strong attention to detail, self motivation and the drive to get things done.
- Excellent project management skills with the ability to manage multiple priorities in a fast-paced, deadline-driven environment.
- Demonstrated aptitude to craft compelling narratives and engage audiences through storytelling.
- Creative thinker with a passion for ideation and innovation.
- A genuine interest in sports and an understanding of the triathlon community (locally & globally) is a plus.
- Ability to work outside regular office hours, as required. Time off in lieu will be provided as agreed.
- Full clean driver's licence.

This role offers a unique blend of creative content creation, digital marketing strategy, and hands-on engagement with the triathlon community. If you're passionate about sports, love crafting compelling stories, and have a knack for digital marketing, this position could be your ideal fit.

PLEASE KEEP READING

If you think you have what it takes, but don't necessarily meet every single point above, please still get in touch. We'd love to have a chat and see if you could be a great fit.

WHY WORK FOR TRIATHLON IRELAND?

In addition to your competitive salary, there are lots of other perks, including:

- Fantastic culture of grounded people, passionate about what they do.
- Hybrid working, with one 'Connect Day' in the office.
- 25 days holidays per year.
- Contributory Pension scheme.
- Occasional international travel to World & Europe Triathlon events with our High Performance Team. 2024 is an Olympic year with the possibility of working at the Olympic/Paralympic Games in Paris.
- Strong career progression, investment in professional development courses.
- Fancy a new bike? Year-round cycle to work scheme available.
- Discounts on campus gym membership and access to world class facilities, including the national aquatic centre.
- Free on-site parking (and e-charging stations), you can park right by the front door.
- Free Triathlon Ireland membership & discounted partner merchandise.
- New modern office space on the Sports Ireland Campus.
- Social & wellbeing committee.

HOW TO APPLY

Have a good look around our [website](#), our [strategic plan](#), our social media and get a feel for who we are. If you think you'd be a good fit, please send us your cover letter, resume, and portfolio.

Cover Letter: Address why you are interested in working with Triathlon Ireland, why you would be an attribute to our culture and how your skills/experience would contribute to the position.

Portfolio: Include your digital content work (e.g graphic design, writing, social media reels/posts/stories/copy, videos & photography) featuring links to work you have carried out on behalf of a brand or links to your social media posts which evidence your creative and communicative ability.

Send to administrator@triathlonireland.com no later than 5pm on **Thursday 28th September, 2023**. Interviews will be conducted on a rolling basis, so please do not delay submitting your application. Make sure to include the job title of the role (Digital Marketing & Content Executive) you are applying for in the subject line.

Triathlon Ireland has experienced considerable growth over the past decade and made great strides in developing the professionalism of the organisation.

Since 2005 our membership has grown from 800 to more than 18,000. Triathlon Ireland is a great place to work and we pride ourselves on the culture of our team which numbers almost 25 across Operations, Development, Marketing , Finance and High Performance.

We have almost 100 affiliated clubs on the Island of Ireland, a 37% female participation rate and we sanction 200 events annually.

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.

The TI offices are located on the Sport Ireland Campus and we have a flexible work culture with staff spending at least one day in the office per week.