



Kinia is an education focused non-profit, charity and social enterprise. Collectively we are grounded in the belief that education is a key driver to increased equality and opportunity for children and young people. We want to make sure future focused skills and learning opportunities are available for all children and young people.

See more information about us: <https://kinia.ie/>

As the Head of Marketing & Communications, you will be responsible for the development and execution of the marketing and communication strategy, including digital, traditional and event based. As part of the Kinia Leadership team, you will contribute to operational processes, decision making to aid scalable growth, and support the empowerment of our growing team.

Role: Head of Marketing & Communications

Location: The Guinness Enterprise Centre, Dublin 8 or Áras na Gael, Domnick St. Galway.

Contract: Part Time (0.675 FTE) - 1 Year Contract (Maternity Cover)

Key Responsibilities:

Reporting to the CEO you will work cross functionally with internal and external stakeholders (with partners such as Google, Creative Ireland and Salesforce) and be responsible for:

- Developing, implementing and executing the Marketing and Communications Strategy.
- Brand Management: Manage the design and approval process to ensure everything created is as per brand guidelines, to the highest quality and to deadlines.
- Coordinating internal workflows:
 - Working closely with our Online Community Officer who supports with delivering communications objectives, specifically social media and Irish translation.
 - Liaising with external translators to deliver comms bilingually (Irish and English).
- Managing the development of campaigns and marketing collateral across all channels (print, media, web, email, social media) as per priorities in our Campaign Calendar.
- Managing and executing the PR plan, working closely with media contacts and an external PR Agency to deliver impactful news stories.
- Working closely with the Head of Volunteer and Partnerships to deliver on our partnerships strategy, supporting the creation of impact stories, annual reports and awareness campaigns.
- Developing all assets required for events and ensuring our event brand guidelines are adhered too. We have two flagship events (educator and youth focused) with the Kinia Educator TechFest coming up this November in the Foundry at Google ([see press here](#)).

An exciting time to join the organisation!

Having just launched our virtual learning environment “Kinia Academy” and with approval for a Google Nonprofit Ad grant, we are currently developing systems to match our strategy for scale

our social enterprise growth. We are looking for a candidate that has experience with Google Ads and significant expertise with setting up automated email marketing strategies.

- Managing the launch of e-commerce on kinia.ie (focusing on social enterprise initiatives), working closely with our Business Development Manager and Head of Operations.
- Developing and implementing a complex email marketing strategy inline with our CRM
- Managing our Digital Marketing strategy: Optimising, maintaining and updating our website, and working with an external agency to manage a \$10k p/m Google Ad Grant.

Key Requirements:

- Minimum of 8 years' experience in Marketing, Communications or related role.
- Bachelor's or MSc in Business, Communications, Marketing or related field essential.
- Project and agency management experience.
- Experience with SEO and Google Ads.
- Proficient in Mailchimp or similar, CRM software (Salesforce or Zoho), Wordpress, G-Suite and project management software (ClickUp desirable).
- Ability to translate complex ideas and messaging into simple packaging.

Advantageous Requirements:

- Irish language is advantageous but not essential.
- Understanding of nonprofit and/or educational sectors.

Personal Attributes:

- A passion for education, technology, young people and equal opportunities.
- A natural leader, with the ability to influence others, capable of working independently and as part of the team, who can adapt to challenges to achieve objectives at hand.
- Strong organisational skills, attention to detail, and an ability to prioritise tasks and focus on what is required to meet deadlines.
- Highly creative and analytical, with ability to spot trends, research customers and competitors and develop insights.
- Values & respects others, builds relationships, collaborates.
- A cheerful disposition, with a growth mindset.

What we can offer you:

- The opportunity to work as part of a fun and dynamic team, in a very fulfilling role, whilst supporting the delivery of equal opportunities to all young people in Ireland.
- Flexible / hybrid working.
- General expenses for travelling, accommodation and food allowance, when commuting (outside of office location).

How to Apply:

- Please submit a CV and cover letter to careers@kinia.ie by Thursday 21st September.

