



Ag Eisteacht

We are looking for an experienced Marketing and Office Administrative Assistant to support the Office Manager and assist with office and marketing duties. These are exciting times for Ag Eisteacht and a wonderful opportunity has arisen for the right candidate to work with a growing and dynamic team in a caring, supportive and relationship-centred environment.

Ag Eisteacht: Full time, flexible, Marketing and Office Administrative Assistant for our head office in Northridge House, Cork.

Hours: 9am – 5pm

Days: Monday – Friday inclusive

Contract Type: *This role will be a full-time office based contract. The contract will be for 12 months initially with the possibility of extension. A 3-month probationary period applies. Salary is dependent on experience.*

Annual Leave: 25 days

Role and Responsibilities

The role of full time Marketing and Office Administrative Assistant is to manage the day to day duties associated with identifying new opportunities and promoting the frontline training, collaborative and advocacy work at Ag Eisteacht. The successful candidate will also have administrative responsibilities within Ag Eisteacht's team which will include updating the Customer Relationship Management (CRM) system and preparing material in advance of meetings and courses. The assistant will play a key role in delivering Ag Eisteacht's marketing plan and promoting its programmes.

The successful candidate will work with the internal staff team in the main office, which includes communications, finance and the CEO. The Marketing and Office Administrative Assistant will work closely with the Communications Associate and will report to the Operations Manager to develop and deliver Ag Eisteacht's marketing plan and grow awareness of Ag Eisteacht amongst a range of stakeholders. This will include researching target groups for Ag Eisteacht's programmes, producing new marketing materials including posters and leaflets, analysing and reporting on survey data from Survey Monkey, researching relevant topics for social media posts and utilising a range of marketing tools including mailshots to build awareness of Ag Eisteacht.

This role requires a competent individual with excellent capacity for engagement in safe online activity and key office packages.

This role will include, but not be limited to the following:

Marketing Administration – Responsibilities Include:

Engage with and deliver the marketing work at Ag Eisteacht. This includes, but is not limited to:

- Work closely with the Communications Associate to manage all social media platforms and update blog posts. This also involves monitoring online discussion and engaging as is appropriate.

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- Create content, including text posts, copy, video and images for use on social media channels
- Post content for social media platforms on a daily basis
- Monitor direct messages and social media tags
- Engage with followers and other accounts on a daily basis
- Keep track of data and analysing the performance of social media campaigns
- Conduct research to identify new target markets and to understand buyers' behaviour in existing and in new target markets
- Contribute to the development and execution of a sales and marketing plan to gain and retain customers
- Identify and analyse competing training offerings
- Identify and attend as appropriate conferences and events
- Undertake event management duties as appropriate
- Work with the Training and Office Administrative Assistant to manage Survey Monkey for course evaluations and collate findings
- Capture and download testimonials following each course
- Keep up to date with relevant dates, conferences and events we should know about/ attend

General Administration – Responsibilities Include:

- Support and maintain the ethos of Ag Eisteacht which is rooted in compassion and understanding with a strong training focus
- Day to day office and administrative duties as required including stationery orders, petty cash, lodgements and post
- Efficient preparation of training materials
- Work with the Training and Office Administrative Assistant to update the CRM
- Preparing and collating materials for meetings, events, conferences etc.
- Manage and update files in company filing system
- Ad hoc administrative duties to support the team
- Prepare and proof read training flyers and materials as required.
- Report findings at team meetings
- Assisting with keeping training schedules up to date on all necessary platforms

Competencies and Requirements:

- 3+ years' experience working in a busy office environment necessary
- Particular interest in working in the Not-For-Profit sector desirable
- Personable, honest, diligent and hardworking
- Efficient, highly organised and pays attention to detail
- Flexible approach to all areas of the role
- Good IT skills and experience with office systems (e.g. CRM System, digital marketing platforms, Survey Monkey etc.)
- Proficient in Microsoft Office, especially Word, Publisher, Powerpoint and Excel
- Knowledge of design applications such as Canva to support the design of marketing material
- Proactive and able to work independently
- Comfortable working in small office environment
- Superior Written & Verbal Communication Skills
- Creative Thinker
- Knowledge of GDPR



- Fluent in verbal & written English
- Proficient in using online platforms for meetings and training
- Excellent communication and interpersonal skills
- Be interested in and demonstrate a belief and enthusiasm for the work of Ag Eisteacht
- Proficient use in Eventbrite for open courses
- Proficient in the use of mail shots and newsletters via Mail Chimp

Our culture will suit an individual with an interest in working in the Not-For-Profit sector. We value colleagues who are personable, honest, diligent and hardworking. We work as a team to support and maintain the ethos of Ag Eisteacht which is rooted in compassion and understanding.

Interviews will take place on the week commencing 15th February. Interested candidates should forward a copy of their cover letter and CV by 5 pm on Friday 5th February 2021 to Sabrina Moris, Office and Training Administrative Assistant, via email: sabrina@ageisteacht.com