



CENTRE FOR EFFECTIVE SERVICES

# Digital Media Specialist

## Role Profile

We have a great opportunity for a highly motivated, experienced and creative digital media specialist to join our team.

## Introduction to CES

The Centre for Effective Services (CES) is a not for profit, intermediary organisation, with offices in Dublin and Belfast, established in 2008. We work across a range of government departments and agencies, not for profit and community organisations, to improve outcomes for communities, families and children.

CES is a company limited by guarantee and has charity status. CES is funded through philanthropy and government.

The CES staff complement includes over 40 multi-disciplinary professionals drawn from various specialist areas within the sector, including community development, research, psychology, social work, youth work, organisation development, knowledge and communications, and governance. CES works closely with a range of Associate partners to bring additional specialist knowledge and experience to the organisation.

We also run a Graduate Intern Programme to develop capacity and expertise within the sector. We have 6 participating Graduates in 2016/7.

CES has developed national and international networks to support its work, in fields such as implementation science, early intervention and research networks.

To learn more about CES, please visit our website at: [www.effectiveservices.org](http://www.effectiveservices.org)



## **The role**

Your role is a new position within our small communications team, and part of a growing non-profit organisation working to support public services in Ireland and Northern Ireland.

You will help us understand and realise the potential of the latest platforms and channels, to reach and support the people we work with. We are looking for a creative thinker, who is resourceful and can communicate using approaches that are innovative, engaging and accessible. The primary focus of your role will be on content – where you will help us to introduce, test, produce and evaluate everything from video, to social media graphics, campaigns, and online tools, in a highly collaborative environment that relishes new ideas, innovation and thinking to enhance our work. You will help us to build and optimise our online presence and to capitalise on new opportunities and techniques to communicate with our partners and stakeholders.

### **Reporting to:**

Niamh Farren – Knowledge and Communications Specialist

### **Location:**

CES, 9 Harcourt St., D2

### **Contract term:**

Two-year fixed term contract

Your role will include;

- Supporting and collaborating with project teams to develop innovative, engaging and accessible digital content and resources, for example video, animation, graphics, podcasts, social media campaigns, blogs, presentations and online tools
- Implementing a digital strategy, by assessing emerging technologies and identifying appropriate platforms to reach our audiences
- Communicating complex information and ideas in formats that people can understand, apply and use in the real world
- Maintaining and growing the numbers of people in our database, and enhancing our communication with them
- Updating, developing and enhancing our website
- Supporting the production of publications and reports, from design and layout through to publishing online or in print
- Helping us to measure impact online, understand our audiences, and develop content that responds to their needs.



### What you'll need to succeed

- A Bachelor's degree in communications, marketing, web design, graphic/digital media design or related discipline
- 2 years' experience in a digital or online communications role
- Demonstrated knowledge of a variety of social media platforms, and experience producing digital content in one or more of the following areas: video, infographics, social media content and campaigns or data visualisation
- Working knowledge of databases and email marketing systems
- An interest and passion for technology, and how it can be used to make people's lives better
- Creative and resourceful self-starter with excellent communication skills and the ability to collaborate
- Multi-tasker, with the ability to juggle multiple projects and tasks, and to meet deadlines.
- Ability to interpret and use data (e.g. google analytics and SEO) to drive strategic and results driven engagement with stakeholders

### How to apply

Please complete an application form and send it to [recruitment@effectiveservices.org](mailto:recruitment@effectiveservices.org) by 5pm on **Monday September 18<sup>th</sup>**.

For informal queries about this role please contact Liza Clancy directly at: [recruitment@effectiveservices.org](mailto:recruitment@effectiveservices.org) or 01 416 0506