



Job Title: Digital Communications Intern

Tearfund Ireland: We are a Christian relief and development agency bringing hope and demonstrating love to the most vulnerable and marginalised people – through the local church.

Job Objective: The primary purpose of this post is develop and implement a digital communication strategy which will generate new supporters, allow deeper engagement with existing supporters and raise funding for projects working with the poor and marginalised people worldwide.

The role is will be challenging, varied and exciting.

Time Commitment: Minimum of 9 months. Flexible, from 2 days per month to 2 days per week. Depends on candidate’s availability.

Benefits:

- Opportunity to pioneer cutting-edge digital communications and marketing.
- Opportunity to gain experience with a leading relief and development charity.
- Opportunity to make contacts in the Development/Non-profit arena.
- References will be supplied to future employers.
- Out of pocket expenses will be covered

Location: Based in Dublin. Most of work can be done from home.

Reporting Lines: Reports to the CEO

The Candidate should:

- Have a heart for the poor and marginalised, and a passion to see spiritual and material transformation of communities and individuals.
- Have an understanding of the work and role of Tearfund Ireland and an appreciation of the spiritual dimensions of its work

Main purpose of the Job

- Develop and implement a digital communications and marketing strategy combining website, Youtube, Facebook, Twitter and other applications.
- Increase new supporters through;
 - online advertising (Google Adwords and Facebook)
 - online interactive campaigns
- Improve communications with existing supporters
 - by improving website
 - integrating online communication applications
 - managing email communicatons
- Increase online donations through adapting fundraising apps (eg gifts on Facebook)
- Monitoring success of digital strategy and tools and improving

Key Skills

This is a wide-ranging and challenging role. The ideal candidate will have:

- Ability to take initiative
- Proven creative and innovative skills; demonstrating imaginative and creative thinking

DESIRABLE

- Degree or equivalent professional qualification
- Strong knowledge of digital technologies and trends
- Experience of creating user generated content and digital engagement
- Active participant in forums, blogs and user of web 2.0 technologies
- Experience of mobilising people through digital communications
- IT literate (can write HTML and FBML)
- Demonstrable experience using programmes and applications and website management

Please apply with CV and cover letter to Christine at enquiries@tearfund.ie or call our office for further details. Closing date for all applications is Fri 10th Sept 5pm.