



## JOB ADVERTISEMENT

### WEB CONTENT AND DIGITAL COMMUNICATIONS EXECUTIVE

**The Organisation:**

The Irish College of General Practitioners (ICGP) is the postgraduate training body responsible for postgraduate specialist medical education, training and research in the specialty of General Practice. The College has a national advisory role in relation to medical standards and engages with the Medical Council, Department of Health and Children, the Health Service Executive and the Health Information & Quality Authority amongst others. As a membership organisation, the ICGP is responsible for providing and supporting the continuous professional development of Irish general practitioners, numbering over 4,000.

**Job Title:** Web Content Editor & Digital Communications Executive

**Commitment:** Full-time

**Duration:** Permanent

**The Role:**

This is a key role in the College involving web content management and effective utilization of all communication modalities, including social media, to meet the College's communications strategy. The postholder will also be responsible for supporting the production and quality control of all College communications and publications.

This is an exciting development opportunity for the right individual in an expanding organisation. There will be opportunities within this role to work on new web-based initiatives and projects including website development, data analytics and digital transformation. There will also be opportunity for learning, development and career progression.

The incumbent will work closely with the Chief Operating Officer and the Head of IT and will assist departments across the organization.

**Key Responsibilities:**

- Create, develop, manage and refine content to the College's websites/platforms
- Write for and deliver frequent communications to members and related email led campaigns
- Develop and implement creative and engaging social media strategies in support of the College's advocacy and communications strategy
- Daily management of all webplatforms and College social media channels

**Salary:** Commensurate with qualifications, competencies and demonstrable experience

**Reporting to:** The Chief Operating Officer and Head of IT and Web Services

**Experience Required:**

- Minimum of 3 years' experience in a similar role
- High level of competency with web Content Management Systems
- Experience in web publishing, ePublishing and social media including excellent knowledge of existing and emerging social media platforms
- Production of high quality and high volume content
- Demonstrable innovation and creativity in similar role
- Engagement and influencing stakeholders in similar roles
- Knowledge / experience of the Irish healthcare and education sectors is desirable

**Personal Attributes Required:**

- An eye for detail and the ability to work accurately to work effectively under pressure and meet deadline.
- Ability to work independently and flexibly
- Capacity to prioritise and work across multiple projects
- Ability to work as part of a multidisciplinary team and ability to network well
- Excellent organisational skills to deliver a high volume of quality work
- Creativity and innovation
- Good analytical skills

**Why work for ICGP?**

- Flexible working options
- Learning and development opportunities
- EAP service
- Strong focus on "Workplace Wellbeing"
- An institution going through milestone development in Ireland
- An expanding international presence

Please refer to the full job description on [https://www.icgp.ie/go/about/icgp\\_appointments](https://www.icgp.ie/go/about/icgp_appointments)

Applications, by means of a comprehensive CV and a cover letter (*maximum of one-page*) stating why you feel you are suitable for this position, should be addressed to HR, and sent to [recruitment@icgp.ie](mailto:recruitment@icgp.ie).

General queries may be addressed in the first instance to Human Resources – email: [recruitment@icgp.ie](mailto:recruitment@icgp.ie)

The closing date for the receipt of applications is **5pm Monday 26<sup>th</sup> April 2021**.

Interviews have been provisionally scheduled for the week commencing 10<sup>th</sup> May.

The successful candidate will be expected to take up the post as soon as possible and ideally by mid June.

**ICGP Websites:**

- [www.icgp.ie](http://www.icgp.ie) – proprietary website
- [www.icgpnews.ie](http://www.icgpnews.ie) – wordpress website
- [www.icgpevents.ie](http://www.icgpevents.ie) – wordpress website
- [www.beagp.com](http://www.beagp.com) – wordpress website

- [www.icgpeducation.ie](http://www.icgpeducation.ie) – moodle platform

**Social media:**

- [Facebook; Instagram; Twitter](#)