

JOB DESCRIPTION

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

Salary: Commensurate with qualifications, competencies and demonstrable experience

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

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 post holder 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 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 web platforms and College social media channels

The Person

Experience & Qualifications:

Essential:

- Hold a third level qualification in relevant subject area (e.g. Journalism, business, marketing, public relations)
- Have a minimum of 3 years' proven experience in a similar role
- High level of competency with web Content Management Systems
- Experience in web publishing, e-Publishing, social media and excellent knowledge of existing and emerging social media platforms
- Excellent written and verbal communications skills and an ability to work across different teams and be responsive to their needs and requirements
- Good editorial judgement
- Experience and knowledge of enhancing user experience and implementing improvements
- High level of attention to detail and ability to work under pressure to tight deadlines
- Creative and proven design skills
- High level of accuracy
- Production of high quality and high volume content
- Demonstrable innovation and creativity in similar role
- Engagement and influencing of stakeholders in a similar role

Desirable:

Experience /knowledge of the Irish healthcare and education sectors is desirable.

Personal Qualities:

- Be a self-starter and able to work independently and flexibly
- Ability to manage and drive initiatives with various teams and departments
- Excellent interpersonal skills and able to network
- Ability to work in teams or independently
- Capacity to manage prioritisation of work and work across multiple projects
- Excellent organization ability to deliver a high volume of quality work
- Willingness to learn and continually upskill
- Good analytical skills
- An eye for detail and the ability to work accurately to work well under pressure and meet deadline, to work independently and flexibly
- Capacity to prioritise and work across multiple projects
- Ability to work as part of a multidisciplinary team and network well
- Excellent organisational skills to deliver a high volume of quality work
- Creativity and innovation

Technical Competencies Required:

- Proficiency in website content management systems
- Excellent understanding of web architecture and website development
- Experience with social media content management and content production for Twitter, Facebook and Newsweaver
- Experience of content creation, editing and management and organization branding

Proficient use of the following is required:

- Microsoft Office (Outlook, Word, PowerPoint and Excel)
- Adobe Suite (Photoshop, Illustrator, InDesign, Acrobat)
- Web Management and Design
 - o CMS management and design
 - o Wordpress, management and design
 - o Divi Builder
 - o Canva or similar design tool (invitation and programme design)
- Newsletter and mailing software (Newsweaver/Poppulo or similar)
- Sourcing media (images and graphics)
- Writing for websites
- Search Engine Optimisation (SEO)
- Moodle

Standard Duties

Duties will include, but are not limited to the following:

- Content management and ongoing improvement of the College website(s)
This includes
 - user group management,
 - quality control of content, uploading and updating webpage contents
 - the creation and design of webpages on all digital platforms
 - ongoing monitoring of website content and ensuring that this is regularly refreshed, updated and accurate
- Ensuring our website content is written and displayed in an interesting and appealing manner with attractive landing pages with a focus on optimal user experience
- Liaising and negotiating with different departments in the College to translate their requests into high quality web content
- Application of web policies e.g. cookies, privacy policy etc.
- Integration of content across all areas of the website
- Managing and continuously improving of user experience to ensure content is accessible and targeted to members and different member groups, external stakeholders as well as the general public
- Production of regular valid metrics and analysis /interpretation of the data to inform on going improvements and added value
- Production of regular of high quality communications engaging with over 3,800 members and 800 GP Trainees using full suite of digital marketing software including high impact emails and newsletters, which are targeted and segmented for specific groups / audiences
- Creating, editing, scheduling and posting social media and digital marketing content across our platforms including Twitter, Facebook and Instagram

- Production and design for College publications e.g. Reports, Quick Reference Guides, public submissions, Blogs etc. and also commissioning from external providers
- Supporting the communications management team and senior management
- Media Monitoring in conjunction with media consultant
- Soundcloud – promotion and assisting access to ICGP SoundCloud PODCASTS
- Graphic Design – creation of infographics and advertising for web and social media
- Creation of event Programmes using relevant software
- IT Support – working closely with our Head of IT to address user issues and to implement user experience improvements
- General administrative support as assigned
- Creating and managing digital marketing campaigns and engagement management using e.g. PPC and other KPIs
- Training and development in content writing for other College staff
- Responsible for implementing the brand across all sites and communications
- Contributing to ongoing development of the website including identifying improvements that reflect developments in the web sector

ICGP Websites:

- www.icgp.ie – proprietary website
- www.icgpnews.ie – wordpress website
- www.icgpevents.ie – wordpress website
- www.beagp.com – wordpress website
- www.icgpeducation.ie – moodle platform

Social media:

- [Facebook; Instagram; Twitter](#)