

Marketing and Communications Manager

CANDIDATE BRIEFING DOCUMENT



February 2025

ABOUT 2INTO3

At 2into3, we work to build the capacity of organisations, enabling them to have a transformative social impact.

We are passionate about supporting people and organisations to have a greater impact in the community, whether they are a charity, sporting organisation, government body, social enterprise, philanthropist or private company.

With offices in Dublin, Newry, Cork and Galway, 2into3 works across the entire island of Ireland and has a proven track record with over 500 clients availing of our services.

MISSION

Build the capacity of organisations to have a transformative social impact.

VISION

Enabling a world where the social economy meets the needs of its people.

WHAT DO WE MEAN BY SOCIAL ECONOMY?

By social economy we refer to all organisations who strive to have a public purpose and social impact. They are built on the principle that people come first and profits are reinvested into the organisation to further its mission.

HOW WE ENABLE TRANSFORMATIVE SOCIAL IMPACT

Through our work we can help our clients achieve greater social impact. To date this impact has been delivered by more effective fundraising, ambitious yet achievable strategic plans, organisational structures that are fit for purpose, optimal funding is used, placing motivated people in the right roles or ensuring the correct governance measures are in place, to name but a few outcomes.

OUR SERVICES

- **Talent Services** (including Senior Recruitment, Graduate Recruitment, Salary Benchmarking, and Nonprofit Talent Trends).
- **Advisory Services** (including Strategy, Organisational Design, Governance, Crisis Management and ESG).
- **Funding Services** (including Grants, Fundraising, Economic Appraisals, Feasibility Studies, and Irish Giving Index).



You can read more about 2into3 and our services on our website: 2into3.com

CONTEXT FOR APPOINTMENT

2into3 are seeking a Marketing and Communications Manager to lead its marketing activities, develop its next marketing and communications strategy, and implement successful marketing campaigns for each of its Advisory, Funding and Talent service areas.

This is an exciting opportunity for a competent and ambitious marketer to fortify and promote a successful and growing brand, and positively impact its commercial growth and sectoral influence.



THE POSITION

Title	Marketing and Communications Manager
Reporting to	Chief Executive Officer
Place of Work	Dublin (<i>with flexibility / hybrid working available, subject to business requirements</i>)
Working Hours	Full-time (37.5 hours per week)
Nature of Post	Permanent (following 6-month probationary period)
Remuneration	€45,000

ROLE SUMMARY

Reporting directly to the CEO and working closely with the Senior Management Team (SMT), the Marketing and Communications Manager at 2into3 plays a pivotal role in shaping and executing the organisation's marketing and communications strategy, including calendarised plans for each of the three service areas (Advisory, Funding, Talent), and the implementation of successful and measurable campaigns across the entire organisation to support the achievement of 2into3's mission.

Marketing Communications Strategy Development

- Work directly with 2into3's CEO and Senior Management Team (SMT) to devise, develop and implement a measurable marcomms strategy that creates and sustains an appropriately professional, and experienced profile, amplifies 2into3's positive reputation, enhances awareness of 2into3 and its services, and supports 2into3's strategic objectives.
- Review and report on the marketing strategy on a quarterly basis, demonstrating alignment and progress against key indicators and targets.
- Create and circulate 2into3's competitor analysis on a bi-annual basis, focusing on SWOT analysis and visual representation of 2into3's brand position against direct and indirect competitors.
- Awareness of 2into3's direct competitors' new developments, services or market expansion.
- Regularly review branded materials, including: proposal documents, slide decks, and other marketing materials.
- Pro-active networking: attend sectoral events and webinars to increase 2into3's brand awareness and meet potential new clients.
- Develop 2into3's footprint in NI, identifying and meeting potential collaborators in Northern Ireland, including CEOs of charity membership groups and PR companies.



Communications Management

- Act as brand guardian, communicating and monitoring style guidelines to ensure brand consistency across all internal and external communications.
- Content creation and management - liaise with heads of practice to suggest and develop thought-leadership content, such as thought-pieces, blogs, impact stories, developed and delivered in a timely and consistent manner, and utilise digital marketing tools to design and repurpose content.
- Webinars and event management – propose and support opportunities that promote 2into3’s expertise, services, impact, thought leadership and client work. Successfully plan and execute 2into3’s company events, facilitate webinars delivered by 2into3’s head of practice and collaborate with partners to facilitate and participate in sectoral events, such as The Wheel Summit.
- Develop and implement a PR/media strategy
- Support internal staff through developing and reviewing 2into3's Communication Policy.
- Liaise with past clients to receive feedback on 2into3’s services and process in a professionally appropriate way and feedback to CEO and SMT.
- Manage external leads via Smartsupp, website chatbot.

Digital Channel Management

- Lead the continuous and progressive development and improvement of 2into3’s websites - 2into3, Giving Ireland and For Purpose - ensuring each conveys 2into3’s offering, USPs and thought leadership in a compelling way.
- Manage, optimise and report on the websites’ SEO and user engagement – recommend improvements and track progress
- Oversee the navigational and UX aspects of the website.
- Manage 2into3’s social media accounts - publish regular and relevant multi-media content, consistent messaging and ToV, and track and report agreed metrics.
- Data/CRM Marketing: Maintain 2into3’s CRM system (Salesforce) and create segmented, targeted email campaigns at least twice per month, delivering optimum open rates and feeding back on agreed KPIs and recommending areas of improvement.
- Utilise CRM system to compile specific and useful reports to support our email campaigns and opportunity reports to provide key data for each practice area.
- Liaise with Salesforce team to improve processes, negotiate new terms and solve any marketing issues related to our CRM system.
- Digital Channels: Maintain and utilise a range of digital marketing tools and platforms such as Zoom Webinar, Google Analytics, Salesforce, SEO, Eventbrite, Wordpress, SmartsUpp, Mailchimp.



Strategic Partnership Management

- Actively manage 2into3's three current strategic partnerships, ensuring that that KPIs are agreed, measured, achieved and reported (bi-annually)
- Oversee and monitor partnership terms, that they are agreed, upheld and maximised by both partners
- Cultivate new partnership opportunities through networking
- Negotiate new partnership opportunities to position 2into3 as experts in the nonprofit sector.
- Develop 2into3 partner pages and review on a bi-annual basis across all partner websites.

These duties are a general guide to the responsibilities of the Analyst. They are neither definitive nor restrictive. The post-holder may be required to undertake other duties commensurate with the post, as designated by the Chief Executive Officer.

In their first 6 months in the role, the successful candidate will be expected to achieve the following KPIs and priorities:

- ✓ Establish demonstrable working knowledge of 2into3's three service areas (Advisory, Funding, Talent), develop working relationships with each service lead, and a marketing and communications strategy to support each service area.
- ✓ Build relationships with 2into3's current partners, ensuring the existing partnership agreements are upheld along with exploring additional opportunities within these partnerships, and identify at least two new partnership opportunities for 2into3 for the next fiscal year.
- ✓ Grow website stats - users and engagement by 15%.
- ✓ Deliver a 6-month content and event management plan that leverages the team's expertise, client experience and thought-leadership to publish interesting content that drives audience engagement.
- ✓ Demonstrate your proficiency in all of 2into3's marketing tools - Salesforce, Teamwork, Canva, HootSuite/Sprout, etc.
- ✓ Produce key analyses reports to inform SMT discussions re the marketing and promotion of 2into3.



PERSON PROFILE

This position requires an experienced, dynamic and strategic Marketing and Communications professional who can further develop 2into3's position as the leading consultancy offering advisory, funding and talent services to nonprofits on an all-island basis.

The ideal candidate will be an innovative and results-driven marketing professional with a strong grasp of digital tools, excellent communication skills, and the ability to balance strategic oversight with hands-on execution.

They will possess excellent communication skills, both written and verbal, to negotiate, uphold agreements, maximise mutually beneficial collaborative opportunities, develop thought-leadership content, manage internal and external communications, and uphold brand integrity.



CORE COMPETENCIES AND SKILLS

Criteria	Essential
3+ years' experience of managing marketing and communication campaigns	✓
Third-level qualification, or equivalent, in a related field	✓
Proven experience in brand building	✓
Exceptional written communication skills, with the ability to write compelling copy and distil complex information into understandable content	✓
Demonstrable understanding and use of analytics and reporting tools to monitor and evaluate effectiveness of comms activities	✓
Adept at designing and developing infographics and other visual content	✓
Experience of website content management systems and an appreciation of navigation and user experience (UX)	✓
Ability to work cross-functionally across different business practices, juggle competing priorities and manage multiple projects	✓
Proficient in a range of marketing and communications tools including WordPress, Mailchimp, Google Analytics (G4), Google Ads, Adobe, SharePoint, Teamwork , SEO tools and social media.	✓
Strong understanding and ability to articulate 2into3's strategic objectives	✓
Experience working & managing CRM systems (preferably Salesforce)	✓
Excellent management and organisational skills with a proven ability to work in an organised, proactive, flexible and self-directed manner	✓
An active interest in digital marketing trends, upskilling through continuous professional development, and incorporating those learnings into the role	✓
Experience of, or genuine interest in, working within the nonprofit sector	✓

If this role is of interest to you and you believe you have what it takes to be successful, but don't necessarily believe that you meet every single criterion in the table above, please do still get in touch so we can discuss further how you may be a fit.

REMUNERATION

A salary of €45,000 per annum is offered for this position.

Non-pay Benefits include:

- 25 days annual leave
- Hybrid working option
- Continuous professional development opportunities
- Bike to Work Scheme
- Tax Saver travel
- Opportunity to attend sector events to build your network



APPLICATION PROCESS

If you think you have the skills required to lead 2into3's Marketing and Communications function, please send your CV and a cover letter outlining why you believe you are a fit for the role (in Word doc format only) to Shannon Barrett.

All enquiries regarding the role will be held in strictest confidence.

Closing date for applications is **Sunday 09 March 2025**.

- **Website** www.2into3.com
- **E-Mail** shannon.barrett@2into3.com
- **Address** Huckletree in The Academy, 42 Pearse Street, Dublin, D02 YX88
- **Telephone** (086) 180 6051

2into3 is an equal opportunities employer and welcomes suitably qualified applicants from all sections of society. We therefore welcome suitably qualified candidates, irrespective of gender, disability, marital or parental status, racial, ethnic or social origin, colour, belief, religion or sexual orientation.

At 2into3, we endeavour to make all reasonable accommodations to facilitate the participation of candidates with disabilities in the recruitment process. Please let us know if you require any specific accommodations.