



Business Development & Marketing Manager

Candidate Briefing Document

Retirement Planning Council
of Ireland



2into3
Transforming Social Impact

September 2026

ABOUT REIREMENT PLANNING COUNCIL OF IRELAND

The Retirement Planning Council of Ireland has been Ireland's leading independent provider of retirement preparation programmes for over 50 years.

We are a not-for-profit organisation with a mission to help people prepare holistically for retirement beyond finances, to include health, identity, purpose, and social connection. Our clients include some of Ireland's largest public and private sector organisations.

We are a small, close-knit team. Everyone contributes beyond their job title, and we take pride in the quality and reputation of what we do.

For more information, please visit www.rpc.ie.



VISION

Where all can create and embrace their own future.

MISSION

To be the best provider of trusted programmes and independent guidance by providing training, advocacy and lifetime support for people approaching and during their next stage of living.

VALUES

Support, Expert, Empowerment and Respect.

GOVERNANCE

The Retirement Planning Council of Ireland clg (RPC) is a registered charity – Registered Charity number CHY 5892, governed in accordance with its Constitution by a Board of Directors who are responsible for good governance and the strategic direction of the organisation.

CONTEXT FOR APPOINTMENT

As the retirement planning landscape is evolving, the Retirement Planning Council of Ireland have created this new role to drive the organisation's next phase of strategic growth; consolidating RPC's current client relationships and positioning the organisation for sustained expansion.



THE POSITION

Title	Business Development & Marketing Manager
Reporting to	Chief Executive Officer
Direct Reports	None
Place of Work	Hybrid working
Working Hours	Full-time (37 hours per week)
Contract Type	Permanent (<i>subject to completion of 6-month probationary period</i>)

ROLE SUMMARY

This is a dual-purpose role that sits at the heart of RPC's growth ambitions. The Business Development & Marketing Manager will deepen existing client partnerships, identify and develop new business opportunities and lead marketing and communications output to grow RPC's reach and relevance across the working lifecycle.

The Business Development & Marketing Manager will work directly with the CEO and operate with a high degree of autonomy.

Client Relationship Management

- Manage and grow relationships with existing employer clients and HR leads, ensuring RPC's core open programme remains fully subscribed.
- Act as the main point of contact for client organisations, working toward senior strategic conversations.
- Identify opportunities within the existing client base to update or expand their engagement with RPC's offerings.
- Support client organisations in understanding and adopting new or adjacent programme offerings.





Business Development & Growth

- Proactively identify and approach new client organisations across the public and private sector.
- Prepare and submit tenders and proposals, follow up on leads, and close engagements.
- Build relationships with key referral networks, including pension consultants, financial advisors, industry associations, HR networks, and relevant NGOs.
- Develop new offerings and conversations around adjacent markets, particularly mid-career planning, as a natural extension of RPC's core retirement remit.
- Represent RPC at conferences, industry events, and stakeholder meetings.

Marketing and Communications

- Act as brand guardian, communicating and monitoring style guidelines to ensure brand consistency across all internal and external communications.
- Develop and execute a simple, consistent marketing plan aligned with the organisation's strategy.
- Manage RPC's social media presence including content planning, writing, and scheduling.
- Maintain and update the RPC's website content.
- Draft newsletters, programme brochures and client-facing communications.
- Support the CEO on media appearances, conference presentations, and other public-facing materials.



PERSON PROFILE

RPC is seeking a self-starting professional with a proven track record in B2B business development, client portfolio management, and marketing.

The ideal candidate will be credible and confident with HR Directors and C-suite contacts, warm and personable.

They will be practical, adaptable, and comfortable working remotely and autonomously.

The role suits someone hands-on, comfortable wearing multiple hats, with a genuine interest in retirement, ageing, or workplace wellbeing.



CORE COMPETENCIES AND SKILLSAND RESPONSIBILITIES

Core Criteria	Essential	Desirable
Relevant experience in a similar role	✓	
Proven experience in B2B business development, including new client acquisition and pipeline management	✓	
Strong marketing and communications skills, including social media content planning and execution	✓	
Excellent written and verbal communication, with the ability to engage credibly at HR Director and C-suite level	✓	
Excellent management and organisational skills with a proven ability to work in a proactive, flexible and self-directed manner	✓	
Full clean driving licence, with willingness to travel	✓	
A passion for RPC’s values and mission	✓	
Experience developing or managing tender submissions and proposals		✓
Experience in the public sector, or selling into public sector organisations		✓
Knowledge of training, retirement or workplace wellbeing programmes		✓

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 **€60,000** is offered for this position, depending on experience.

Non-pay related benefits include:

- Employer contribution of 10% of salary towards pension/life cover.
- 25 days annual leave.
- Hybrid working (a mix of office, client-facing, and remote)
- Direct access to and collaboration with the CEO
- The opportunity to shape and grow the role over time



PRIORITIES FOR POST HOLDER IN FIRST 6 MONTHS

- ✓ Gain and apply a full understanding of RPC mission and values.
- ✓ Map RPC's existing client relationships and pipeline, and establish a simple system for tracking clients and prospects.
- ✓ Build strong working relationships with the CEO, Head of Finance, and board chair, and establish a rhythm for regular alignment on priorities.
- ✓ Develop and present a draft social media and marketing plan, then take ownership of execution.
- ✓ Build a prospect list of client targets, then execute a structured action plan of outreach, tender monitoring, and follow-up to convert early leads into pipeline.
- ✓ Build relationships with key referral networks, including pension consultants, HR networks, and industry associations.

APPLICATION PROCESS

Recruitment for this role is being managed by 2into3.

If you are a driven, relationship-focused professional looking to help shape RPC's next phase of growth, please send your CV and cover letter to **Hélène McArdle, Senior Associate within Talent Services, 2into3**.

The closing date for applications is **12pm, Wednesday 14th October, 2026**.

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

- **E-mail** helene.mcardle@2into3.com
- **Phone** + 353 1 584 5759
- **Address** 2into3, The Academy, 42 Pearse Street, Dublin 2, D02 YX88
- **Website** www.2into3.com

Retirement Planning Council of Ireland is an equal opportunities employer committed to a diverse work environment and welcomes suitably qualified applicants from all sections of society.

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

All expressions of interest and applications received will be processed in accordance with GDPR requirements; please review our [Privacy Statement](#).

This position will be offered subject to pre-employment reference checks.

