



## Role Specification

# Marketing & Content Manager

Hybrid, full-time role

We're excited to share an opportunity for a new member to join our Common Knowledge as a permanent team member to help tell our story and promote our activities in an engaging and inspiring way. Our brand, community and channels are now well established and the focus of this role will be on activating them in a way that is beneficial for Common Knowledge and our community as we grow into our new home.

## About Common Knowledge

We are a non-profit social enterprise based in Clare. We believe that everyone in Ireland should feel the agency to meet their own basic needs, to follow our own path, to start solving our own problems and to contribute to our communities.

Our vision is an Ireland of confident, capable and connected people and we believe that one path towards this future is to share skills like building, making, mending and growing with each other. Therefore our mission is to share skills for a truly sustainable homelife, and we primarily do this through courses, events and community projects.

Since our establishment in 2021 we have grown our programme of skill sharing courses, community projects and regenerative hospitality and have acquired a home in the Burren where we have almost 50 acres of land to grow, experiment and explore.

## Role Summary

As the Marketing and Content Manager at Common Knowledge, you will play a pivotal role in advancing our mission by securing engagement with our activities, building and nurturing our online community, raising awareness and supporting bookings for our activities, and driving engagement across various platforms including email, social media, website and media. You will be responsible for developing and executing our marketing and content plan, creating compelling content and campaigns for use across our channels.

## Your Mission

Lead the online storytelling and marketing of Common Knowledge in a way that attracts the right people, growing our community, filling our courses, engaging people with our projects and bringing our mission to life online.

## Core responsibilities

### — Planning

- Create a marketing & content strategy for Common Knowledge with input from the Common Knowledge team.
- Enhance our understanding of our audiences and segment to ensure the right offerings are reaching the right people in the most effective way.

### — Content Creation

- Plan and produce engaging story-driven content that highlight our activity and offerings for all platforms, including posts, graphics, videos, and articles.
- Create basic marketing assets - images/video as required

### — Campaign Management

- Plan and execute campaigns to support course bookings, fundraising and awareness.
- Monitor campaign performance, analyse results, and provide insights, [ideas](#) and recommendations for future campaigns.

### — Social Media Management

- Use organic social media to engage with our community, increase awareness, support bookings and drive engagement.
- Set up and run social media advertising as required.

### — Community Engagement

- Cultivate and maintain a vibrant online community by responding to comments and messages in a timely manner

### — Email newsletters

- Create and manage our regular weekly newsletter

### — Website management

- Develop and update common knowledge squarespace website

### — Press

- Liaise with local and national media as required

### — The Commonage Community

- Engage with our online community currently hosted through our own app
- Promote, coordinate and host online events and workshops for this community

## Areas for growth

In this role, you will deepen our connection to our community, spending more time understanding their needs and how we can best serve them. Areas for growth could include:

- Partnerships and fundraising: Cultivate collaborations with other organisations, businesses and individuals, broadening our network, resources and impact.

## Candidate profile

We are looking for candidates who are energised by social impact with experience working in marketing or content marketing and a keen interest in community, content creation and social media. If you're excited about the opportunity, but worried you don't meet all the requirements, we'd encourage you to apply anyway, and give us both the chance to find out. Plenty of our team start out in a role with deep knowledge in one or more areas and grow into making a wider contribution, and that's a possibility in this role too. Our team is experienced in many of the areas relevant to this role and can support growth for the right candidate if there are areas that need development.

Our ideal candidate:

### Required:

- Proven experience in marketing, content marketing/creation and/or social media
- Strong content creation and communication skills with ability to create high quality through tools like Canva.
- Proficiency in using various social media platforms and management tools.
- Experience with creating and managing online advertising campaigns
- Creative mindset and ability to generate innovative ideas for content and campaigns.

### Desired:

- Experience in the cultural or non-profit sectors
- Passion for social impact and a deep understanding of social issues related to our mission.
- Experience working with press.

## Terms

- This is a full time role, working 5 days and 40 hours per week

- Reviews will take place at 3 months and 6 months for both parties to assess the position.
- This is a hybrid role. The successful applicant will need to work closely with our team in Co. Clare and so ideally, will be on site regularly to build those relationships. However, terms will be subject to negotiation.
- Salary range is €35k-40k depending on experience

## Benefits Included

- Staff discounts and friends and family rates available for all Common Knowledge events.
- Meals will be supplied for breakfast and lunch when courses and events are running during your shift.
- Potential for deeper involvement with Common Knowledge after 1 year of continuous employment via Member's Council

## Work permit requirements

Applicants must be eligible to work in Ireland.

## Common Knowledge is an equal opportunity employer

We believe that our differences enable us to be a better team – one that makes better decisions, is more creative and creates more long-term impact. We are committed to creating an increasingly diverse and inclusive social enterprise, and particularly encourage you to apply if you identify with a group traditionally underrepresented in society, due to your gender identity, nationality, neurodiversity, sex, marital status, family status, socioeconomic background, age, disability, sexual orientation, race, religion, or membership of Traveller or other minority ethnic groups.