



Web Content Coordinator - Chronic Pain Ireland

POSITION: Web Content Coordinator

Length of Contract: 3 months

REPORTING TO: National Coordinator

LOCATION: Flexible/remote working arrangements for the right candidate but a hybrid office presence as required at Chronic Pain Ireland, Carmichael Centre, North Brunswick Street, Dublin 7.

KEY OBJECTIVES:

Works closely with CPI Marketing & Communications Committee and CPI staff along with developers and designers to create and coordinate the new site content and ensure it caters to the needs of both the organisation and its target audiences. You will manage and create a range of content that is accessible to a wide variety of users from across our website.

Key Responsibilities

- Conduct content audits to identify gaps and redundancies in the current site content.
- Joint oversight of the content of CPI website i.e. well-structured, easy to find and meets the needs of its users.
- Ensure all necessary content is included on the website while ensuring accuracy of content and referencing sources of data. Content being managed and created will include web pages, images, videos, blog posts, guest articles, reviews and occasionally social media and marketing copy.
- Ensure that the new website aligns with CPI Strategic and Communications plans.
- Ensure the website and all social media channels are updated regularly with relevant and accurate content to engage with our membership, to encourage communication and increase the conversation highlighting Chronic Pain as a mainstream health concern.
- Effectively manage all tools to manage members and track engagement, to generate insights to facilitate decisions making and to drive continuous improvement in the service offering from Chronic Pain Ireland to its members.
- Develop data insights and digital capabilities to facilitate provision of services nationally to effectively communicate with our members, expand our reach, thus ensuring we can respond in an agile way to any service provision gaps or challenges

- streamline and improve data collection and monitoring processes, continually review and improve our digital products and search engine optimisation (SEO) capabilities.
- any other associated duties as designated by the line Manager.

Key Deliverables

- Assist in the project planning and implementation of content schedules for people to produce or update content
- Produce maps and visualizations of the site to help Committee & staff understand the structure and function of the website
- Write and edit web copy and content
- Create, source, commission, images and videos
- Assist in the development of policies relating to CPI web content
- Analyze analytics data to learn how users interact with current site
- Survey users and hold focus groups to learn about how they view current site

Essential Qualifications

Relevant education, degree or work experience

- Minimum 2 years' relevant experience working in a similar role or organisation
- Excellent technical skills and technically minded
- Ability to easily learn new software tools and applications
- Demonstrable communication and organisational skills, both written and oral
- an excellent writer and editor, with good spelling and grammar and the ability to adapt to house styles
- Well organised, multi-tasker, effective team-player and capable of working on own initiative
- able to research, collate and summarise information from different sources and create meaningful content
- logical and analytical, with an ability to spot patterns, gaps and repetitions in web content

Desirable

- Knowledge of service provision in the charity and/or not-for-profit sectors
- Experience in Digital Marketing, Content Creation, Copywriting, editing, Email marketing, SEO
- Experience using a customer relationship management (CRM) tool
- Experience updating content on websites, for example using content management systems (CMS) such as WordPress
- Experience collating and analysing data to guide decision making

Remuneration: Commensurate with experience.

Applications: Cover letter and curriculum vitae should be sent to Christina Donnelly via email to info@chronicpain.ie on or before November 30th 2022.

Interviews will commence in December 2022 with appointment commencing January 2023.