

<b>Job Description</b>	
<b>Title:</b>	<b>Digital Marketing Manager</b>
<b>Department:</b>	Marketing and Communications
<b>Reporting to:</b>	Head of Marketing and Communications
<b>Location:</b>	Hume Street, Dublin 2.
<b>Overview:</b>	<p>Dilosk is a financial services company. We trade as ICS Mortgages and are regulated by the Central Bank of Ireland. We are specialists in the residential Buy-to-Let mortgage market and are now preparing to enter into the residential owner - occupier mortgage market. Our mortgage products are available through the broker / intermediary channel and direct.</p> <p>This is a challenging and exciting opportunity to work with a dynamic, ambitious organisation. The successful candidate will play a pivotal role in the wider commercial team, with the responsibility of rolling-out an integrated marketing strategy which is aligned with overall business objectives.</p>
<b>Key Responsibilities:</b>	<ul style="list-style-type: none"> <li>• We are looking for a marketing ‘all-rounder’ to develop, implement and manage projects and campaigns across both digital and traditional mediums, to include:               <ul style="list-style-type: none"> <li>➤ Driving projects and initiatives on time, within budget and to agreed performance objectives.</li> <li>➤ Working in a collaborative manner with all teams across the business to achieve the best possible outcomes for shareholders, customers and colleagues.</li> </ul> </li> <li><b>(1) Corporate Marketing</b> - Working with internal and external teams to deliver on all marketing initiatives including:               <ul style="list-style-type: none"> <li>• Advertising Campaigns</li> <li>• Product launches</li> <li>• B2B and B2C communication</li> <li>• Events</li> <li>• Presentations</li> <li>• Merchandising /promotions</li> <li>• Daily media monitoring</li> </ul> </li> <li><b>(2) Marketing agencies relationship management</b> - to ensure best in class performance and ROI. e.g - Media buyers, digital and creative agencies.</li> <li><b>(3) Digital Marketing</b> <ul style="list-style-type: none"> <li>• Developing and executing a robust digital marketing strategy for the business</li> <li>• Managing the digital marketing plan with a strong focus on lead-generation - Google AdWords, PPC and SEO.</li> <li>• Coordination of all our social media platforms to increase followers and connections – developing content, posting, monitoring.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Utilise performance stats and insights to inform strategy for campaigns and media planning</li> </ul> <p><b>(3) Website</b></p> <ul style="list-style-type: none"> <li>• Co-ordination of a rebuild of our website to include new propositions</li> <li>• Copywriting all content</li> <li>• Overseeing accuracy of information on our website and Implementing on-going content changes.</li> </ul> <p><b>(4) Sales Support</b></p> <ul style="list-style-type: none"> <li>• Working with our Lending team to deliver quality marketing material to ultimately drive sales volumes.</li> <li>• Copywriting content</li> <li>• Assistance with updates to: Mortgage documentation and forms, brochures, best buy tables etc.</li> </ul> <p><b>(5) Marketing Budget Management</b></p> <ul style="list-style-type: none"> <li>• Responsibility for on-going budget management, adhering to agreed processes and ensuring delivery of value and efficiencies.</li> </ul> <p>Liaising closely with compliance to ensure we adhere to agreed processes and work within our organisational risk strategy.</p>
<p><b>Education and Experience</b></p>	<ul style="list-style-type: none"> <li>• 3<sup>rd</sup> Level Marketing or Business qualification</li> <li>• 3 + years marketing experience</li> <li>• Experience in a financial services marketing department (desirable but not essential), a marketing agency or in-house marketing department.</li> <li>• A successful record of developing and implementing marketing plans across traditional and digital platforms.</li> <li>• Competent in Google Analytics, Adwords, Excel and a design platform (eg. Adobe)</li> </ul>
<p><b>Skills and Personal Profile</b></p>	<ul style="list-style-type: none"> <li>• Excellent attention to detail and an extremely organised approach to work.</li> <li>• Self-motivated and ability to work on own initiative.</li> <li>• Ability to operate autonomously and to work collaboratively as part of team.</li> <li>• A professional and motivated working manner with experience of working under pressure.</li> <li>• Creative flare with ability to copywrite marketing content for brochures, website, digital campaigns and social media.</li> <li>• Strong communication skills (both written and verbal).</li> <li>• Proficiency in MS Office, PowerPoint, Excel and knowledge of HTML.</li> <li>• Ability to use data to inform decisions</li> <li>• Understanding the latest marketing trends and best practices</li> </ul>

If you are interested in applying for this position, please email your CV to [hr@dilosk.com](mailto:hr@dilosk.com)