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| **Job Description** |
| **Title:** | Head of Marketing and Communications  |
| **Department:**  | Lending & Marketing |
| **Reporting to:** | Chief Commercial Officer  |
|  **About Dilosk:** | Dilosk DAC trading as Dilosk and ICS Mortgages, is an Irish financial services company, headquartered at Hume Street, Dublin. We are a specialist lender providing award winning mortgages to Buy-to-Let residential property investors and Owner-Occupier customers. We are regulated by the Central Bank of Ireland as a Retail Credit Firm and comply with all the relevant regulatory codes applicable to mortgage lending in Ireland. The ICS brand was established in 1864 and has remained a leading and trusted brand in the mortgage market throughout its 157 years history. We are the leading provider of new Buy-to-Let mortgages for residential property investors in Ireland.  |
|  **Job Description:** | We are looking for a talented Head of Marketing and Communications who will lead all our marketing activities from social media and digital campaigns to advertising and creative projects.The Head of Marketing responsibilities include developing plans to help grow our brand, allocating resources to different projects and setting short-term and long-term department goals. The goal of our Marketing department is to increase our brand awareness, market share, profitability and deliver best in class products for our customers. We are a highly ambitious and fast growing organisation and the role will appeal to a focused professional with a clear vision for growing our business.If you are a dynamic, skilled and ambitious Marketing strategist, we would like to meet you. |
| **Key elements of the role include:** | * Manage the Marketing Department of Dilosk, a fast growing specialist mortgage lender.
* Develop the ICS Mortgages Brand awareness in the wider market.
* Develop new mortgage products and enhance existing mortgage products.
* Develop and execute marketing plans for our suite of award winning Buy to Let and Owner Occupier mortgage products.
* Drive the maximum number of viable leads to our Lending Managers to achieve corporate objectives.
* Direct Targeting of niche segments of the market via our nationwide broker base and via our direct lending channel.
* Manage events, presentations, webinars and exhibitions.
* Management of the Marketing Budget
* Manage our relations with our existing Advertising Agency and PR Firm.
* Media and Reputation Management.
* Manage communications to all key stakeholder groups including customers, brokers, investors and media.
* Optimise our digital marketing across all digital platforms
* Provide marketing and communications support to all Dilosk teams.
* Ongoing management of all Marketing and Communications Policies and Procedures.
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| **Education and Experience:** | * Work experience as Head of Marketing or VP Marketing, preferably within our industry
* 3rd Level Marketing or Business qualification.
* Experience of and ability to work in a fast passed and high energy environment.
* Experience running successful marketing campaigns
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| **Skills and Personal profile:** | * A professional and motivated working manner with experience of working under pressure.
* Excellent IT skills - proficiency in MS Office, PowerPoint and Excel.
* Strong communication skills (both written and verbal)
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