

Job Description	
Title:	Digital Marketing Manager
Department:	Marketing and Communications
Reporting to:	Head of Marketing and Communications
Location:	Hume Street, Dublin 2.
Overview:	<p>ICS Mortgages are the residential mortgage specialists. We are the leading provider of Buy-to-Let Mortgages for property in Ireland. Our mortgage products are available through the broker / intermediary channel and direct.</p> <p>This is an exciting time for ICS Mortgages and an opportunity for you to make your mark with a dynamic and ambitious organisation. We are a mortgage lender on a journey who seeks to challenge the status quo of the Irish mortgage market, making home ownership easier by offering innovative and competitive mortgage products that puts the customer first. Our ambition is to be the most trusted and innovative mortgage provider and are looking for someone to help achieve this. We offer exciting opportunities, great benefits and the training you need to fulfil your best.</p> <p>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> <p>ICS Mortgages was established in Ireland in 1864 and has remained a leading and trusted brand in the mortgage market throughout its 154 year history. Dilosk DAC trading as Dilosk and ICS Mortgages, is an Irish financial services company, headquartered at Hume Street, Dublin and is regulated by the Central Bank of Ireland.</p>
Key Responsibilities:	<p>Reporting to the Head of Marketing and working within the Lending & Marketing team, we are looking for a marketing ‘all-rounder’ to develop, implement and manage projects and campaigns across both digital and traditional mediums, to include:</p> <ul style="list-style-type: none"> ➤ Driving projects and initiatives on time, within budget and to agreed performance objectives. ➤ Working in a collaborative manner with all teams across the business to achieve the best possible outcomes for shareholders, customers and colleagues. <p>(1) Corporate Marketing - Working with internal and external teams to deliver on all marketing initiatives including:</p> <ul style="list-style-type: none"> • Advertising Campaigns • Product launches • B2B and B2C communication • Events • Presentations • Merchandising /promotions • Daily media monitoring

	<p>(2) Marketing agencies relationship management - to ensure best in class performance and ROI. e.g - Media buyers, digital and creative agencies.</p> <p>(3) Digital Marketing</p> <ul style="list-style-type: none"> • Developing and executing a robust digital marketing strategy for the business • Managing the digital marketing plan with a strong focus on lead-generation – PPC / Google Ads, Facebook Ads, LinkedIn Ads and SEO • Coordination of all our social media platforms to increase followers and connections – developing content, posting, monitoring. • Utilise performance stats and insights to inform strategy for campaigns and media planning <p>(3) Website</p> <ul style="list-style-type: none"> • Co-ordination of a rebuild of our website to include new propositions • Copywriting all content • Overseeing accuracy of information on our website and implementing on-going content changes. <p>(4) Sales Support</p> <ul style="list-style-type: none"> • Working with our Lending team to deliver quality marketing material to ultimately drive sales volumes. • Copywriting content • Assistance with updates to: Mortgage documentation and forms, brochures, best buy tables, rates matrices etc. <p>(5) Marketing Budget Management</p> <ul style="list-style-type: none"> • Responsibility for on-going budget management, adhering to agreed processes and ensuring delivery of value and efficiencies. <p>Liaising closely with compliance to ensure we adhere to agreed processes and work within our organisational risk strategy.</p>
Education and Experience	<ul style="list-style-type: none"> • 3rd Level Marketing or Business qualification • 3 + years marketing experience • Experience in a financial services marketing department (desirable but not essential), a marketing agency or in-house marketing department. • A successful record of developing and implementing marketing plans across traditional and digital platforms. • Competent in Google Analytics, Ads Management, Excel and design platforms (eg. Adobe Photoshop, Illustrator, Premiere)
Skills and Personal Profile	<ul style="list-style-type: none"> • Excellent attention to detail and an extremely organised approach to work. • Self-motivated and ability to work on own initiative. • Ability to operate autonomously and to work collaboratively as part of team. • A professional and motivated working manner with experience of working under pressure. • Creative flare with ability to copywrite marketing content for brochures, website, digital campaigns and social media. • Strong communication skills (both written and verbal). • Proficiency in MS Office, PowerPoint, Excel and knowledge of HTML. • Ability to use data to inform decisions • Understanding the latest marketing trends and best practices

Benefits	<ul style="list-style-type: none">• Agile working - remote / office-based working• Matching Pension contributions• Tax Saver and Bike to work scheme• Career progression planning• Reimbursement of professional fees• Professional development• Life Assurance• EAP• Income protection• Annual appraisal and performance bonus• Competitive salary
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If you are interested in applying for this position, please email your CV to hr@dilosk.com