



LauraLynn

IRELAND'S CHILDREN'S HOSPICE

PERSON SPECIFICATION

&

JOB DESCRIPTION

- MARKETING MANGER -

LAURALYNN

LauraLynn, Ireland's Children's Hospice was formed in 2011 following the merging of the long standing Children's Sunshine Home and the LauraLynn Foundation, and now comprises LauraLynn Hospice Service and LauraLynn Disability Services. All services are run from our main campus in Leopardstown, Dublin 18.

Our Hospice Service provides specialised palliative care to children with life-limiting conditions and support to their whole family. We also offer a range of bereavement care, supports and events.

Our Disability Services comprises Willow View – a residential care service that is home to seven adults with complex disabilities - and Hazel House - a residential and respite care service for children with complex disabilities. While our Disability Services are funded by the Health Services Executive (HSE) our Hospice Service is mainly funded through fundraised income and private donations, supplemented with some statutory funding.

LauraLynn is a learning organisation with a volunteer ethos, with highly trained volunteers supporting staff in all aspects of the organisation's work.

VISION

To make every day better for those in our care

MISSION

To provide a Community of Care that delivers:

- Evidence-based, personalised services to children with palliative care needs, complex care needs & complex disabilities and
- Related family support services and
- A home to our residents where quality of life is paramount

VALUES

- Compassion
- Collaboration
- Excellence

PERSON SPECIFICATION

JOB TITLE:	MARKETING MANAGER
GRADE:	VI
DEPARTMENT:	MARKETING & COMMUNICATIONS DEPARTMENT
REPORT TO:	HEAD OF MARKETING & COMMUNICATIONS

FACTOR	ESSENTIAL	DESIRABLE
EDUCATION & EXPERIENCE	• Degree or 3rd level professional qualification in Marketing, Digital Marketing, Business, or a related discipline. • Minimum 5 years' relevant experience in a marketing, communications or digital marketing role, including experience at supervisory or management level in the last 7 years. • Demonstrated experience developing and delivering integrated through-the-line marketing campaigns across digital and traditional channels. • Experience managing digital marketing activity including website management, email marketing, social media and paid advertising. • Experience leading and developing staff, including performance management and workload planning. • Experience managing suppliers, agencies and external stakeholders. • Experience managing budgets and multiple concurrent projects. • Experience using data, analytics and audience insights to inform marketing decisions and evaluate performance.	• Experience working in the charity, healthcare, public sector or not-for-profit environment. • Experience supporting fundraising, advocacy, awareness or behaviour-change campaigns. • Experience managing media-buying and creative agencies. • Experience undertaking brand development, brand research or brand repositioning projects. • Project Management qualification or equivalent training.
SKILLS/ABILITIES	• Excellent planning, organisational, prioritisation and time-management skills. • Strong leadership and people-management skills. • Excellent written, verbal and presentation skills. • Strong analytical and problem-solving skills. • Ability to manage competing priorities and work effectively under pressure. • Ability to influence and build productive relationships across multiple stakeholder groups. • Strong project management and campaign delivery skills. • Ability to interpret data and use evidence to guide decision-making.	• Experience facilitating workshops, planning sessions or stakeholder engagement activities. • Experience presenting to leadership teams or committees.

	• High attention to detail and commitment to quality.	
KNOWLEDGE & UNDERSTANDING	• Excellent planning, organisational, prioritisation and time-management skills. • Strong leadership and people-management skills. • Excellent written, verbal and presentation skills. • Strong analytical and problem-solving skills. • Ability to manage competing priorities and work effectively under pressure. • Ability to influence and build productive relationships across multiple stakeholder groups. • Strong project management and campaign delivery skills. • Ability to interpret data and use evidence to guide decision-making. • High attention to detail and commitment to quality.	• Understanding of the Irish charity sector and fundraising environment. • Understanding of healthcare, disability, children's services or palliative care sectors. • Knowledge of accessibility, inclusive communications and digital accessibility standards. • Knowledge of CRM systems, marketing automation platforms and audience segmentation.
VALUES	• Must possess the LauraLynn values of compassion, collaboration and excellence and demonstrate these in the course of their employment.	• Demonstrated commitment to the charity sector, healthcare sector, children's services or public service values.

JOB DESCRIPTION

JOB TITLE:	MARKETING MANAGER
GRADE:	VI
DEPARTMENT:	MARKETING & COMMUNICATIONS DEPARTMENT
REPORT TO:	HEAD OF MARKETING & COMMUNICATIONS

SUMMARY

The Marketing Manager leads LauraLynn's Marketing team and oversees the effective delivery of marketing, brand and digital activity in support of agreed organisational priorities. Reporting to the Head of Marketing & Communications, the postholder develops and implements annual marketing plans, leads integrated through-the-line campaigns, safeguards the LauraLynn brand and drives measurable audience awareness and engagement.

This is a role with responsibility for people leadership, functional planning, prioritisation, campaign and project delivery, supplier and agency management, budget control, performance measurement and continuous improvement. The postholder contributes specialist marketing advice and recommendations within the strategic direction and governance framework set by the Head of Marketing & Communications.

DUTIES AND RESPONSIBILITIES

Marketing Planning, Insight & Delivery

- Develop and implement annual marketing plans aligned with MarComms, Fundraising and organisational priorities.
- Lead integrated marketing activity across paid, owned and earned channels to support awareness, advocacy, service, recruitment and fundraising objectives.
- Use audience, market, sector and competitor insights to inform planning, innovation and prioritisation.
- Manage the Marketing team's programme of work, ensuring resources are aligned to organisational priorities.
- Ensure activity is delivered on time, within budget, to a high standard and in accordance with governance requirements.

Brand Management

- Act as a guardian of the LauraLynn brand, ensuring consistent and effective application across all organisational touchpoints.
- Oversee the development of marketing collateral, publications, advertising and creative assets.
- Ensure all marketing outputs reflect LauraLynn's values and meet required standards of accessibility, consent, dignity and safeguarding.
- Provide guidance and support to colleagues on brand application and best practice.

Digital Marketing Leadership

- Lead delivery of a digital marketing plan across website, social, email, search and paid digital channels.
- Oversee website performance, content governance, SEO, accessibility and user experience.
- Drive audience growth and engagement across priority digital channels.
- Ensure digital activity is measured, evaluated and continuously improved through data and insight.

Campaign Management

- Lead the development and delivery of integrated, audience-led campaigns.
- Establish clear objectives, plans, governance arrangements and evaluation frameworks for campaigns and embed campaign learnings into future activity.
- Coordinate stakeholders, agencies and suppliers to ensure effective delivery.

People Management

- Lead and develop a high-performing team of Brand & Design and Digital Marketing professionals.
- Set objectives, manage performance and support learning and development.
- Manage workloads and resources to ensure delivery against agreed priorities.
- Foster a collaborative, accountable and continuous improvement culture.
- Undertake recruitment and people management responsibilities in line with organisational policies.

Stakeholder, Agency & Supplier Management

- Build effective working relationships across LauraLynn and act as a trusted marketing adviser to internal stakeholders.
- Collaborate with Fundraising and other functions to support organisational priorities through effective marketing activity.
- Manage agency and supplier relationships to ensure quality, value for money and delivery against agreed objectives.
- Support procurement processes and represent the Marketing function on relevant working groups as required.

HEALTH AND SAFETY

In respect of Health and Safety these duties must be performed in accordance with LauraLynn's health and safety policy. In carrying out these duties the employee must ensure that effective safety procedures are in place to comply with the Health, Safety and Welfare at Work Act. Staff must carry out their duties in a safe and responsible manner in line with LauraLynn Policy as set out in the safety statement, which must be read and understood.

QUALITY, RISK AND SAFETY RESPONSIBILITIES

It is the responsibility of all staff to:

- Participate and cooperate with legislative and regulatory requirements with regard to Quality, Risk and Safety
- Participate and cooperate with LauraLynn Quality and Risk and Safety initiatives as required
- Participate and cooperate with internal and external evaluations of the centres structures, services and processes as required, including but not limited to, The National Hygiene Audit, National

Decontamination Audit, Health and Safety Audits and other audits specified by the HSE or other regulatory authorities

- To initiate, support and implement quality improvement initiatives in their area which are in keeping with LauraLynn quality, risk and safety requirements.

SPECIFIC RESPONSIBILITY FOR BEST PRACTICE IN HYGIENE

Hygiene in healthcare is defined as *“the practice that serves to keep people and the environment clean and prevent infection. It involves preserving ones health, preventing the spread of disease and recognising, evaluating and controlling health hazards”*.

- It is the responsibility of all staff to ensure compliance with LauraLynn hygiene standards, guidelines and practices.
- Department heads/managers have overall responsibility for best practice in hygiene in their area
- It is mandatory to attend infection control training yearly

The above job description is not intended to be a comprehensive list of duties and responsibilities and consequently the post holder may be required to perform other duties as appropriate to the post which may be assigned to him/her from time to time and to contribute to the development of the post when in office. This job description may change in line with the changing needs and objectives of the organisation.

FLEXIBILITY:

This post requires a high level of flexibility to ensure the delivery of an effective and efficient service. Therefore the post holder will be required to demonstrate flexibility on occasion as and when required by their manager.

DIGNITY AND WELFARE OF PATIENTS:

As a health care provider all staff are expected to behave towards service users and their families in a caring, professional and responsible manner. In line with the Trust in Care policy it is the duty and responsibility of all employees of LauraLynn, including this post holder, to report any concerns for the safety and welfare of patients to their line manager or head of department.

DIGNITY AT WORK:

All members of staff at LauraLynn have a right to be treated with dignity and respect and to work in a safe environment which is free from all forms of bullying, sexual harassment and harassment. Thus all staff, including this post holder, have a responsibility to help maintain such a working environment. All employees must comply with the national/LauraLynn Dignity at Work policy and ensure that their behaviour does not cause offence to fellow workers or any person with whom they come into contact during the course of their work.

CONFIDENTIALITY:

In the course of his / her employment, the person appointed may have access to or hear information concerning the medical or personal affairs of service users or staff or other health service business. Such records or information are strictly confidential and unless acting on instructions of an authorised officer on no account must information be divulged or discussed except in the performance of normal duty. In addition records must never be left in such a manner that unauthorised persons can obtain access to them and must be kept in safe custody/destroyed in accordance with policy when no longer required.

DRESS CODE / UNIFORM:

Attire and personal appearance must, at all times, conform to a standard LauraLynn considers appropriate. Staff attached to certain departments may be required to wear a uniform or other protective clothing. Where applicable any such requirements as detailed by the immediate supervisor must be adhered to at all times.

HYGIENE:

Being a health institution hygiene plays a central role in maintaining a clean and healthy environment for our service users, families, visitors and staff. All employees of LauraLynn must always be mindful of their responsibility to maintain a high standard of hygiene including personal hygiene and as part of their role within the organisation.

HEALTHCARE ASSOCIATED INFECTIONS (HCAIs)

In order to reduce the risk of HCAIs, compliance with Infection Prevention and Control policies and the attendance at infection control training, are essential for all staff members. It is paramount that each staff member practice good hand hygiene techniques. Staff members have a responsibility to report any obstacles to maintaining high standards of Infection Control and hand hygiene to their line manager or Infection Control Team

QUALITY:

To ensure the provision of the highest possible quality of service to our patients, all employees at LauraLynn have a responsibility to ensure adherence to and participation in internal and external quality control and assurance programmes on an ongoing basis.

Note: This job description is an outline of current broad areas of responsibility and accountability and should not be regarded as a comprehensive listing. As the role develops in the organisation this job description may be reviewed in light of possible new structures and/or changing needs of the organisation.

TERMS AND CONDITIONS

TENURE:

This is a permanent contract of employment.

REMUNERATION:

Grade VI €58,477 - €71,442 as of 01st June 2026.

Please note that whilst this position is not HSE/public funded the salary is aligned to the national HSE payscales.

Payment is made on a monthly basis (last Thursday) by credit transfer.

HOURS:

35 hours per week, exclusive of unpaid rest breaks. This is office based/hybrid working model position.

ANNUAL LEAVE:

30 working days per annum.

PENSION SCHEME:

Membership of superannuation (pension) scheme is compulsory. Superannuation contributions at the appropriate rate will be payable in accordance with the provisions of the determined pension scheme. Further information will be issued upon appointment to the role.

RETIREMENT AGE:

Retirement age will be determined by the superannuation scheme a new employee is aligned to. Further information will be issued upon appointment to the role.

HEALTH:

A candidate for and any person holding the office must be fully competent and capable of undertaking the duties attached to the office and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

GARDA VETTING:

Arrangements have been introduced, on a national level, for the provision of Garda Clearance in respect of candidates for employment in areas of the Health Services, where it is envisaged that potential employees would have substantial access to children or vulnerable individuals. The successful candidate will be required to complete a Garda Vetting form prior to starting with LauraLynn.