

Marketing, Communications & Campaigns Officer

Family Carers Ireland (FCI) is the national charity supporting over 624,000 family carers across the country who dedicate their lives to caring for loved ones such as children or adults with physical or intellectual disabilities, frail older people, those with palliative care needs or those living with chronic illnesses or addiction. We provide a range of services and support for family carers nationally from our local support centres, in the community and online.



Hybrid model, remote and office-based as required (Midlands-based)
37 hours per week (Mon - Thurs 9am to 5.30pm, and Fri 9am to 5pm)

JOB SUMMARY

The Marketing, Communications & Campaigns Officer will provide practical communications, content, project and administrative support across Family Carers Ireland's communications activities, fundraising and marketing campaigns, strategic partnerships and organisational projects.

Working closely with the National Fundraising Manager, Acting Content Marketing Lead, senior managers and relevant project leads, the post-holder will help coordinate campaign delivery, prepare and publish approved content, manage project actions and timelines, support stakeholder engagement, and assist with routine marketing and communications activity. The role will help ensure projects and campaigns are delivered effectively while increasing organisational capacity and reducing administrative and delivery pressure across priority workstreams.

The post-holder will work within agreed organisational priorities, messaging, brand guidelines and approval processes.

ROLE CRITERIA

The Marketing, Communications & Campaigns Officer must possess the following qualifications, skills, and experience:

- Minimum NFQ level 7 or higher in a relevant field such as marketing, communications, journalism, public relations, advertising, media, business (with marketing/communications specialism) or a closely related discipline.
- Minimum three years' experience in digital marketing, communications, fundraising, project coordination, events management or a related role in **not for profit**.
- Experience managing multiple projects, campaigns or events simultaneously.
- Strong organisational, planning and administrative skills.
- Excellent written and verbal communication skills.
- Experience producing and adapting content for websites, email and social media.
- Strong proofreading and copy-editing skills.
- Experience maintaining content calendars, campaign trackers or similar systems.
- Confidence using digital communications platforms, such as website content management systems, email marketing tools and social media scheduling platforms.
- Basic understanding of digital content performance and reporting.
- Experience supporting senior managers and coordinating stakeholder engagement.
- Strong Microsoft 365 skills and confidence using digital communication platforms.
- Ability to work independently, prioritise workload and meet deadlines.

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Terms & Conditions: Nine-month fixed term contract (37 hours per week Monday to Thursday 9am to 5.30pm and Friday 9am to 5pm). This role is hybrid with flexibility to work from home several days per week. The office base for this role is Family Carers Ireland, Market Square, Tullamore, Co. Offaly. Flexibility to travel to meetings as required is essential. The remuneration for this role includes a salary of €40,000 - €46,000 and access to a defined contribution pension scheme. The annual leave entitlement is 26 days per year. .

Application Process: Please read the [job description](#). Applicants are invited to submit their up-to date CV and cover letter demonstrating how they meet the above criteria to <https://familycarersireland.peoplehr.net/Pages/JobBoard/Opening.aspx?v=2010bbd3-fd13-4e78-ba58-a0d47bf2b834> no later **than Thursday 22nd October 2026.**