

# Data & Marketing Assistant

CANDIDATE BRIEFING DOCUMENT



September 2023

## ABOUT 2INTO3

At 2into3 we work to build the capacity of organisations, enabling them to have a transformative social impact.

We are passionate about supporting people and organisations to have a greater impact in the community, whether they are a charity, sporting organisation, government body, social enterprise, philanthropist or private company.

With offices in Dublin, Belfast, Cork and Galway, 2into3 works across the entire island of Ireland and has a proven track record with over 360 clients availing of its services.



## MISSION

Build the capacity of organisations to have a transformative social impact.

## VISION

Enabling a world where the social economy meets the needs of its people.

## WHAT DO WE MEAN BY SOCIAL ECONOMY?

By social economy we refer to all organisations who strive to have a public purpose and social impact. They are built on the principle that people come first and profits are reinvested into the organisation to further its mission.

## HOW WE ENABLE TRANSFORMATIVE SOCIAL IMPACT

Through our work we can help our clients achieve greater social impact. To date this impact has been delivered by more effective fundraising, ambitious yet achievable strategic plans, organisational structures that are fit for purpose, optimal funding is used, placing motivated people in the right roles or ensuring the correct governance measures are in place, to name but a few outcomes.

## OUR SERVICES

- **Talent Management Services** (including Senior Recruitment and the For Purpose Graduate Programme)
- **Strategic Advisory Services** (including Strategic Planning, Governance and Organisation Reviews)
- **Funding Advisory Services** (including Fundraising Strategy, Grants and Partnerships)
- **Insights** (including Fundraising Trends and Metrics)

You can read more about 2into3 and our services on our website: [2into3.com](https://2into3.com)

## ROLE SUMMARY

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As a result of their continued growth, 2into3 are looking to recruit a Data & Marketing Assistant to support the work of the Marketing Manager.

The position will be focused on working with the company's database and CRM system with a view to improving data quality and accuracy that will allow for the generation of reports, analysis and insights.

The role will be primarily data-focused, but an interest in marketing is important. The role will also provide essential administrative support to the Marketing Manager to ensure the company's marketing strategy is executed effectively, including areas such as website maintenance, as well as online and in-person event management.



## THE POSITION

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<b>Title</b>	<b>Data &amp; Marketing Assistant</b>
<b>Reporting to</b>	Marketing Manager
<b>Working Hours</b>	Full-Time, 09:00 – 17:30 Monday - Friday
<b>Salary</b>	€25,000
<b>Place of Work</b>	Huckletree in The Academy, 42 Pearse Street, Dublin D02 YX88 <i>(with flexibility / hybrid working available, subject to business requirements)</i>



## Data Reporting

- **Reporting:** Develop regular reports and dashboards from the company's CRM system (currently Salesforce) to provide sales and marketing updates for senior management, as well as insights on each of the company's practice areas.
- **Analytics & Insights:** create a monthly social media report, summarising key metrics such as engagement rates, etc., as well as weekly marketing activity reports and e-mail campaign reports.
- **Idea Generation:** Working with the Marketing Manager and using your own initiative, develop innovative reporting ideas to present marketing analytics in a digestible format to aid the management team in future decision-making.

These duties are a general guide to the responsibilities of the Marketing Data Analyst.  
They are neither definitive nor restrictive.  
The post-holder may be required to undertake other duties commensurate with the post.

## Marketing Administration

- **Events:** provide support to the Marketing Manager for any company events (online and in-person), such as generating a database for an email invitation campaign and other advance administration tasks, as well as generating post-event attendee reports, follow-up communications and uploading of data.
- **Website:** updating the company's websites website with new information as prepared by Marketing Manager and Heads of Practice, as well as suggesting updates where you may identify the need.
- **Webinars:** managing the set-up, live management and post-event reporting for company webinars for the various Heads of Practice.

## Database Management

- **Day-to Day Operations:** Maintain the CRM database by uploading new contacts (organisations and individuals), creating specific database for marketing campaigns and managing all subsequent replies.
- **Database Development:** Assist in the development of new databases for different sectoral groups or geographic areas.

After 6 months in the role, you will be expected to be working towards the following KPIs and priorities:

- ✓ Assistant with the management of the company website, uploading content approved by the Marketing Manager.
- ✓ Maintaining and developing the company CRM system on a continual basis to improve accuracy of contacts, including managing all automatic replies from email campaigns and updating the CRM system with any new contact developed.
- ✓ Developing and delivering a range of reports to support the Marketing Manager, including social media analytics, email campaign performance, weekly monthly and quarterly marketing activity reports, etc. in a graphical and digestible format.
- ✓ Working independently to develop new databases to meet the needs of the business as it expands to new areas.
- ✓ Assisting the Marketing Manager with event administration (e.g., creating webinar invitations, managing registration, reporting on attendance, etc.)
- ✓ Recommending innovative automation ideas to improve the company's database, CRM, or any other systems that could improve company performance.



## PERSON PROFILE

This is an ideal opportunity for a graduate with a third-level degree in related discipline interested in working to build the capacity of organisations to have a transformative social impact.

We are searching for an energetic and motivated individual to join 2into3's marketing team and to be a part of the For Purpose Social Impact Graduate Programme.

The successful candidate will be adaptive, collaborative and have strong attention to detail. They will need to have excellent interpersonal and communication skills and the ability to work under pressure to tight deadlines.



## CORE COMPETENCIES AND SKILLS

Criteria	Essential	Desirable
Third-level qualification in a related discipline (e.g., business, data analysis, marketing analysis, computer science, social science, etc.)	✓	
An excellent working knowledge of Microsoft Excel	✓	
An interest in how to gather, manage and present data and thinking outside the box to find solutions to business problems from a data and marketing perspective.		
Excellent planning and organisational skills and able to adapt and work on a range of different priorities	✓	
Great project management and problem-solving skills	✓	
A proven ability to work with accuracy and attention to detail	✓	
A team player who is willing to align themselves to a collaborative culture, while also being self-motivated and able to work on own initiative.	✓	
Excellent communication skills, both written and verbal	✓	
Basic Knowledge of WordPress or similar website hosting platforms	✓	
Knowledge of CRM systems (e.g., Salesforce, HubSpot, etc.) and how they can be used to support marketing activity.	✓	
Proven ability to generate new ideas and ways of reporting and presenting data		✓
Working knowledge of different database management tools and systems		✓
A genuine interest in working to build the capacity of organisations to have a transformative social impact.		✓

# BENEFITS

The successful candidate will receive:

- 20 days annual leave.
- Bike to Work Scheme.
- Career progression opportunities
- One-to-one mentoring sessions with an experienced non-profit professional.
- Learning seminars hosted by sector leaders.
- Access to a professional network.



# APPLICATION PROCESS

Recruitment for this role is being managed exclusively by For Purpose.

To apply, please send your cover letter and CV (in Word format only) to [aoife.duff@forpurpose.ie](mailto:aoife.duff@forpurpose.ie).

Closing date for applications is **Wednesday 27 September 2023**.

- **Website** [www.forpurpose.ie](http://www.forpurpose.ie)
- **E-Mail** [aoife.duff@forpurpose.ie](mailto:aoife.duff@forpurpose.ie)
- **Address** Huckletree in The Academy, 42 Pearse St, Dublin D02 YX88
- **Telephone** 086 775 9352

*2into3 is an equal opportunities employer and welcomes suitably qualified applicants from all sections of society.*