



Marketing and Communications co-ordinator

Cycling Ireland (CI) is the National Governing Body for cycling across the island of Ireland. Cycling is recognised as a priority sport within the National Sports Policy and is one of Ireland's most popular sporting activities.

The Role

The Marketing and Communications co-ordinator will be responsible for building and growing the profile of Cycling Ireland through traditional and digital channels. The principal tasks and responsibilities include the provision of Marketing and Communication support across the business, and management of the cyclingireland.ie website and social media channels, PR and promotional tasks related to domestic and international events, stance with the servicing of sponsorship agreements and other tasks as agreed with the CEO (Chief Executive Officer).

Responsibilities will include:

Specific Duties

Communication Strategy: Develop and execute a comprehensive communication strategy to effectively convey Cycling Ireland's mission, initiatives, and achievements to stakeholders, including members, athletes, sponsors, and the general public.

Content Creation: Generate engaging and informative content for various channels, including social media, website, newsletters, and press releases. Craft compelling stories that highlight the accomplishments, events, and success stories within the cycling community.

Media Relations: Build and maintain strong relationships with media outlets, journalists, and influencers. Act as the primary point of contact for media inquiries and proactively seek opportunities to secure media coverage.

Marketing Campaigns: Collaborate with the marketing team to design and implement integrated marketing campaigns that drive membership growth, event participation, and sponsor engagement.

Event Promotion: Develop promotional materials for cycling events, races, and activities. Coordinate communication efforts to ensure maximum participation and spectator engagement.

Brand Management: Ensure consistent branding and messaging across all communication platforms. Monitor and protect Cycling Ireland's brand reputation by promptly addressing any discrepancies or issues.

Digital Engagement: Manage and enhance Cycling Ireland's digital presence, including social media platforms, website content, and online forums. Monitor trends, analyse data, and adjust strategies to optimize engagement.

Member Engagement: Foster strong relationships with Cycling Ireland members by providing timely and relevant updates, addressing queries, and promoting member-exclusive benefits.



Partnership and Sponsorship: Collaborate with the partnerships team to leverage communication opportunities for sponsors and partners, ensuring their visibility and return on investment.

Industry Knowledge: Stay informed about the latest trends and developments in the sports industry, especially within the cycling sector. Use this knowledge to drive innovative communication and marketing approaches.

Qualifications & Experience

Bachelor's degree in communications, Marketing, Public Relations, or a related field (master's degree preferred).

Minimum of 3-5 years of experience in communications and marketing, preferably within the sports industry.

In-depth knowledge of the cycling industry and a genuine passion for cycling.

Proven track record of successfully developing and executing communication strategies.

Strong writing, editing, and proofreading skills, with an ability to adapt content for different platforms and audiences.

Excellent interpersonal and relationship-building skills.

Proficiency in digital marketing, social media platforms, and content management systems.

Self-starter with the ability to work independently and take initiative.

Creative thinker with a keen eye for detail and design aesthetics.

Ability to manage multiple projects simultaneously and meet deadlines.

Experience with media relations and managing press inquiries.

Proficiency in graphic design and video editing is a plus.

Flexibility to attend cycling events and activities, including weekends and evenings.

Personal Qualities

- Integrity and personal values beyond question in delivering outcomes ethically.
- High Level Interpersonal skills along with discretion with sensitive and confidential information.
- A can-do attitude and ability to manage numerous projects at once.
- Creative thinker with strong administrative skills and attention to detail.
- Flexible and adaptable attitude with a proven ability to work under pressure.
- Well-developed conflict resolution and problem-solving skills.
- Strong work ethic and ability to work in a dynamic environment.
- Team player and ability to work on own initiative as well as in a small, dedicated management team.



Remuneration and Location

- Package: The package will be commensurate with qualifications and experience, reflective of the not for profit/sports sector.
- Position Tenure: Permanent
- Hours per week: (Full-time) - This position will require, at times, irregular and unsocial hours. As such flexible working arrangements are available.
- Physical Location: Cycling Ireland Head Office, The Clockhouse National Sports Campus, Blanchardstown, Dublin 15
- 25 Days Annual Leave
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Appointment will be made subject to satisfactory:

- Garda/Access NI Vetting or equivalent appropriate working with children checks in country of origin.
- Reference Checking Procedures

How to apply:

All applications to include CV and cover letter must be sent to myra.mcglynn@cyclingireland.ie on or before COB September 12th, 2023.

Cycling Ireland is an equal opportunity employer, celebrating diversity and championing inclusivity. If you require any reasonable accommodations to assist you in participating in the employee selection process, please simply let us know. We heartily encourage all interested parties to apply.