SPÓRT ÉIREANN
SPORT IRELAND

Marketing & Brand Executive

Executive Officer Grade

Job Purpose

Reporting to the Marketing & Brand Manager, the Marketing & Brand Executive Officer at Sport Ireland will play a key role in supporting the delivery of integrated marketing, communications and branding activities that enhance the visibility, reputation and impact of Sport Ireland. The successful candidate will assist in content creation, social media management, website updates, campaign delivery, stakeholder engagement and event support, helping to strengthen public awareness of Sport Ireland's work and strategic objectives.

Reporting To: Marketing & Brand Manager

Duties & Responsibilities

- Support the planning, coordination and delivery of integrated marketing campaigns aligned with Sport Ireland's strategic priorities.
- Supporting events & sponsorship activation opportunities to maximise the value and visibility of Sport Ireland investments and partnerships.
- Liaising with event organisers, funded bodies and internal stakeholders to ensure marketing requirements are delivered effectively and on time.
- Develop and deliver digital marketing activity across relevant channels to increase awareness, engagement and reach.
- Create and coordinate engaging, accessible content for web, social media, campaigns and other digital platforms.
- Support the ongoing development, content management and optimisation of Sport Ireland's website and digital platforms.
- Support the planning, scheduling, publishing and monitoring of social media content, campaigns and events.
- Monitor digital and campaign performance, using data and insight to evaluate effectiveness and identify improvements.
- Prepare regular reports and performance updates, providing clear evidence of reach, engagement and impact.
- Support the consistent application of the Sport Ireland brand across marketing, digital activity, sponsored events and owned events.

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- Work closely with internal units and other stakeholders to support effective marketing and digital activity.
- Coordinate with external agencies, suppliers and digital partners to support the delivery of campaigns and events
- Coordinate the development and production of digital and marketing assets, ensuring quality, consistency and accessibility.
- Identify and explore new digital tools, platforms, technologies and approaches that could improve audience engagement and organisational effectiveness.
- Contribute to the delivery of Sport Ireland's marketing and digital function, supporting wider organisational objectives around participation, engagement, diversity and inclusion.

Other Responsibilities:

- Undertake any additional duties as required by Sport Ireland that are pertinent to the role and organisational needs.
- Using shared tools like content calendars, project management apps, and communication platforms to improve collaboration and efficiency.

Person Specification:

Essential: Qualifications, Experience, Knowledge, Skills and Abilities

- A third level qualification in Marketing, Communications, or a related discipline, at level 6 or higher on the National Qualifications Framework and a minimum of 2 years' relevant experience in either a marketing or communications role; Or A minimum of 4 years' previous experience in a comparable and relevant role.
- Excellent organisational, planning and project management skills and able to work on own initiative.
- Proven content generation experience, with excellent written English skills.
- Excellent interpersonal and communication skills.
- Proven ability to work collaboratively and supportively with a wide variety of stakeholders.
- Proven experience in managing social media channels, website content, and the successful implementation of digital campaigns to drive engagement and reach.
- Creative problem-solving skills to address challenges and explore innovative digital solutions.

- Demonstrated experience in planning and delivering integrated marketing campaigns that drive audience engagement and organisational objectives.
- Proven experience coordinating event logistics, marketing collateral, external suppliers, and internal and external stakeholders to ensure successful event delivery.

The desired candidate will have:

- Proficiency in the Irish language.
- Knowledge of the current sport environment in Ireland.
- Familiarity with website content management systems (CMS), SEO, and social media scheduling tools to drive digital engagement.
- Experience with branding implementation and co-branding partnerships.

Additional Information:

Contract: Full Time, Permanent

Salary Scale: Executive Officer Standard Scale. The appointment will be made on this scale at a point in line with current Government Pay Policy. New entrants to the public sector commence on the first point of scale.

Location: Sport Ireland, The Courtyard, Sport Ireland Campus, Snugborough Road, Blanchardstown, D15 PNON.

If you would like to apply for this position, please apply via this link - Current Sport Ireland Opportunity – Orange Recruitment

Closing date for applications is 16th November 2026, 5pm.

Sport Ireland is committed to fostering an inclusive workplace which values and benefits from the diversity of the workforce. Sport Ireland is an equal opportunity employer of all qualified individuals. We actively welcome applications from people from all backgrounds and do not discriminate based on any protected groups. If you require reasonable accommodations to interview, please let us know and we will do our best to assist.

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