



Recruitment Pack – Digital Marketing Officer (Part-Time)

Welcome and thank you for your interest in joining Chronic Pain Ireland.

We are the national charity providing information, education, support and advocacy for people living with chronic pain, their families, carers and supporters. Working collaboratively with healthcare professionals, researchers, policymakers and partner organisations, we are committed to improving understanding of chronic pain and ensuring the voices of those living with chronic pain are heard.

This is an exciting opportunity to join a small, dedicated team at a time of continued organisational development. As our Digital Marketing Officer, you will play an important role in strengthening our digital presence, increasing awareness of chronic pain, engaging our members and supporters, and supporting our education, advocacy and fundraising activities.

If you are passionate about digital communications and want your work to have a meaningful impact, we encourage you to apply. We look forward to receiving your application and thank you for considering a career with Chronic Pain Ireland.

This pack contains the following:

1. Job Description - Digital Marketing Officer
2. Person Specification
3. How to apply
4. Recruitment Process
5. Equality, Diversity and Inclusion
6. Additional Information



Job Description - Digital Marketing Officer

Organisation: Chronic Pain Ireland

Reporting To: Executive Director

Contract / Fixed Term Dates: 2026 - 31st December 2029 fixed term contract.

Contract: Part-time (20 hours per week) €19,861 per annum

Location: Hybrid –Dublin, office-based with hybrid working arrangements. Flexible remote working may be agreed subject to organisational requirements and with the approval of the Executive Director.

This position is supported under the the Scheme to Support National Organisations 2026-2029, funded by the Government of Ireland through the Department of Rural and Community Development and the Gaeltacht and is offered as fixed-term, time-limited until **31 December 2029** and is available only for the duration of that funding. There is no expectation that the contract will be extended beyond this date unless additional funding is secured.

Job Purpose

The Digital Marketing Officer plays a vital role in strengthening Chronic Pain Ireland’s national visibility, online engagement, and ability to deliver accessible, high-quality support to people living with chronic pain. As a small organisation with a national reach, Chronic Pain Ireland relies heavily on effective digital communication to promote programmes, share resources, reduce stigma, support advocacy, and maintain strong relationships with members, funders and the wider public.

Working closely with the Executive Director and Membership & Engagement Officer, relevant Board Committees, volunteers and external suppliers, the Digital Marketing Officer ensures content is accurate, accessible, supportive and aligned with Chronic Pain Ireland’s mission, values and strategic priorities. This post is central to Chronic Pain Ireland’s ability to reach underserved communities, facilitate participation in workshops and courses, deliver

national awareness campaigns, and present a unified, evidence-informed voice in the chronic pain sector.

The role combines digital marketing, communications, website management, digital design, content creation and analytics to strengthen CPI's visibility, engagement, advocacy and fundraising while ensuring all communications remain accessible, inclusive and aligned with the organisation's strategic objectives.

Equality, Diversity and Inclusion

Chronic Pain Ireland is an equal opportunities employer and is committed to building a diverse and inclusive workforce. We welcome applications from all suitably qualified candidates.

In line with our commitment to equality and inclusion, we particularly welcome applications from groups that are currently under-represented in our workforce, including, for example, lone parents, members of the Traveller community, people with disabilities, people from minority ethnic communities and other under-represented groups.

Key Responsibilities

1. Digital Communications & Content Creation

- Manage CPI's digital presence across our website, social media channels and online platforms.
- Create accessible, supportive content tailored for individuals living with chronic pain.
- Produce graphics, campaign visuals, tiles, banners, animations and other digital assets for workshops, courses, webinars, awareness campaigns and fundraising activity.
- Maintain a consistent, person-centred digital tone aligned with Chronic Pain Ireland's mission, values and accessibility standards.
- Ensure all content meets GDPR and digital communications best practice.

2. Website Management & User Experience

- Maintain and update Chronic Pain Ireland's website to ensure accurate programme information, accessible resources and positive user experience.
- Monitor website analytics and identify improvements to accessibility, clarity and engagement.

- Liaise with web developers on any authorised technical changes within an assigned budget and with approval from the Executive Director.
- Ensure the website remains compliant with accessibility and data protection standards.

3. Programme Promotion & Service Support

Support CPI's national programme and awareness work by:

- Creating digital assets for programme promotion, including workshops, booster sessions, 5-week courses, meditation sessions and webinars and other services as the organisation grows.
- Developing campaign visuals and supporting messaging for CPI's Annual Campaign (including Pain Awareness Month) as part of the campaign steering committee.
- Supporting online promotion across platforms to drive participation and engagement.
- Creating branded graphics and tiles for the monthly ezine.
- Collaborating with the Executive Director and key staff / Committee to ensure programme messaging is accurate and accessible.

4. Fundraising, Grants & Donor Communications

- Create digital assets for fundraising campaigns, donor updates and supporter recognition.
- Produce visuals and impact materials required for funder reports, stewardship updates and grant submissions.
- Strengthen CPI's digital visibility with supporters and corporate partners where appropriate.

5. Advocacy, Awareness & Public Education

- Support CPI's advocacy and systems-change work by producing evidence-informed digital content that improves public understanding of chronic pain and challenges stigma.
- Develop digital storytelling materials, campaign visuals and public awareness assets that strengthen CPI's voice and complement future policy submissions.

- Assist with promotional content for national awareness campaigns and sector-wide initiatives.

6. Analytics, Insights & Reporting

- Track KPIs across social media, website traffic and digital engagement.
- Provide monthly analytics dashboards to the ED and relevant Board committees.
- Produce annual reports, including but not limited to:
 - social media engagement
 - Pain Awareness Month digital performance
 - annual website analytics
 - digital communications impact for funders and strategic planning
- Use insights to recommend improvements and support strategic decision-making.

7. Branding, Consistency & Quality Assurance

- Ensure all CPI digital content reflects the organisation's branding guidelines, tone and accessibility requirements.
- Review digital materials prepared by staff, interns or volunteers to ensure consistency and quality.
- Maintain CPI's digital asset library and visual templates.

8. Internal Collaboration & Support

- Work closely with the Executive Director and Committee where relevant on coordinated communications and service promotion.
- Support the ED, staff and volunteers with digital elements of workshops, events, policy launches and resource dissemination.
- Provide guidance on digital best practice to colleagues as required.

9. Digital Production of the Annual Report

- Lead the digital design, production and layout of CPI's Annual Report, working collaboratively with the Executive Director to produce an engaging, accessible and visually compelling publication, incorporating charts, infographics, photography, data visualisation and digital assets suitable for both online and print publication.

- Prepare charts, visual summaries, infographics and digital formats suitable for online and print dissemination.
- Ensure the Annual Report meets branding, accessibility and funder-recognition standards.

Essential Qualifications and Experience

- A relevant third-level qualification in digital marketing, digital technology, design, communications, media, or a related field.
- Demonstrated experience using WordPress or similar website content management systems (CMS)
- Demonstrated proficiency using Canva Pro to create branded graphics, presentations, infographics, social media assets and other digital communications materials.
- At least three years demonstrated experience in digital content creation, visual design and multi-platform digital communication.
- Experience applying user-centred design principles, accessibility standards and digital best practice.
- Strong digital portfolio demonstrating design capability, creativity and communication skills.

Desirable Qualifications and Experience

- User Experience (UX) Design
- Experience in the nonprofit, community, health or disability sector.
- Experience producing digital components of annual reports or impact reports.
- Experience using Adobe Creative Cloud (particularly InDesign, Illustrator and Photoshop) or equivalent professional design software.
- Experience supporting digital fundraising campaigns or donor communications.
- Experience using AI-assisted productivity or content creation tools (e.g. ChatGPT, Microsoft Copilot or equivalent) while ensuring appropriate editorial oversight.

Skills and Competencies

- Excellent digital communication, storytelling and visual design skills.

- Strong organisational skills and ability to maintain accurate records and digital reports.
- Ability to interpret analytics and produce data-driven insights.
- Understanding of chronic pain, disability, or long-term health conditions or willingness to develop this knowledge.
- Ability to work independently while collaborating with the Executive Director, staff, Board, Committee's and volunteers.
- Empathy, discretion and alignment with CPI's mission and values.
- Confidence working in a small, resource-limited nonprofit environment.
- Excellent written and verbal communication skills.
- Strong project planning and prioritisation skills.
- Commitment to accessibility, inclusion and continuous improvement.

Safeguarding, Confidentiality & Compliance

The successful candidate will:

- Comply with all CPI policies and procedures.
- Maintain confidentiality at all times.
- Comply with GDPR and data protection requirements.
- Complete mandatory training as required.
- Promote equality, diversity and inclusion in all aspects of their work.
- Undertake any other duties reasonably required by the Executive Director that are commensurate with the grade and purpose of the role.

This job description outlines the principal duties of the role. From time to time, the postholder may be required to undertake additional duties, consistent with the level and responsibilities of the position, as reasonably requested by the Executive Director.



Person Specification - Digital Marketing Officer

The following criteria will be used to shortlist applicants and assess candidates throughout the recruitment process.

Essential Qualifications

- A relevant third-level qualification in Digital Marketing, Digital Technology, Communications, Media, Graphic Design or a related discipline.

Essential Experience

The successful candidate will demonstrate:

- A minimum of three years' experience in digital content creation, visual design and multi-platform digital communications.
- Demonstrated experience managing websites using WordPress or a similar Content Management System (CMS).
- Demonstrated proficiency using Canva Pro (or equivalent digital design software) to create high-quality digital communications, presentations, infographics, branded graphics and social media assets.
- Experience applying user-centred design principles, accessibility standards and digital communications best practice.
- Experience monitoring website and social media analytics and using data to improve engagement.
- Experience producing engaging digital content across multiple online platforms.
- A strong digital portfolio demonstrating creativity, visual design capability and communication skills.

Desirable Experience

It would be advantageous to have:

- Experience in User Experience (UX) Design.
- Experience using Adobe Creative Cloud (particularly InDesign, Illustrator and Photoshop) or equivalent professional design software.
- Experience applying SEO best practice to website content.
- Experience working in the charity, community, health or disability sector.
- Experience producing digital annual reports or impact reports.
- Experience supporting fundraising campaigns, donor communications or grant reporting.
- Experience using AI-assisted productivity or content creation tools (e.g. ChatGPT, Microsoft Copilot or equivalent) while maintaining appropriate editorial oversight.

Skills and Competencies

The successful candidate will demonstrate:

Communication

- Excellent written, verbal and digital communication skills.
- Excellent storytelling, visual communication and content creation skills.
- Strong attention to detail and commitment to producing high-quality work.

Planning and Organisation

- Excellent organisational and project management skills.
- Ability to manage multiple projects, prioritise competing demands and meet deadlines.
- Ability to work independently, use initiative and manage workload effectively.

Technical Competence

- Ability to interpret website and social media analytics and use data to improve digital performance.
- Good understanding of accessibility standards and inclusive digital communications.
- Strong working knowledge of GDPR and digital communications best practice.

Working Relationships

- Ability to work collaboratively with the Executive Director, Membership & Engagement Officer, relevant Board Committees, volunteers and external suppliers.

- Ability to build and maintain positive working relationships with colleagues, members and stakeholders.

Personal Attributes

The successful candidate will demonstrate:

- Creativity and innovation.
- Empathy, professionalism and discretion.
- Integrity and accountability.
- Flexibility and adaptability.
- Commitment to accessibility, equality, diversity and inclusion.
- Commitment to the mission, vision and values of Chronic Pain Ireland.
- Confidence working within a small, dynamic and resource-conscious charity.

Additional Requirements

The successful candidate must:

- Be legally entitled to work in Ireland.
- Be ordinarily resident in Ireland by the commencement of employment.
- Successfully complete Garda Vetting where required by Chronic Pain Ireland's policies and procedures.
- Be willing to work occasional evenings or weekends to support events, workshops or campaigns, with appropriate notice and time off in lieu where applicable.
- Comply with all Chronic Pain Ireland policies and procedures, including those relating to safeguarding, confidentiality, GDPR, health and safety, dignity at work and equality, diversity and inclusion.

Selection Process

The Essential Qualifications, Experience, Skills and Competencies will be used to shortlist applicants.

Desirable criteria may be used to differentiate between candidates who meet the essential requirements.

Candidates may be assessed through application, interview and, where appropriate, a practical assessment designed to evaluate their technical and communication skills.



How to apply

To apply, please submit:

- A current Curriculum Vitae (CV).
- A cover letter (maximum one A4 page) outlining:
 - why you are interested in the role;
 - how your qualifications, skills and experience meet the *Essential Criteria* outlined in the Person Specification; and
 - what you believe you would bring to Chronic Pain Ireland.

Please email your application to info@chronicpain.ie with "**Digital Marketing Officer Application**" in the subject line.

Please include the names and contact details of **two referees**. Referees will only be contacted following interviews and with prior agreement.

Closing Date: 12 noon on Thursday 30th, July 2026. Late applications will not be considered.

Recruitment Process

Shortlisting will be based on the Essential Criteria contained within the Person Specification.

Candidates shortlisted for interview may be asked to complete a short practical assessment relevant to the role.

Interviews are expected to take place during the week commencing **03rd August 2026**.

Only candidates shortlisted for interview will be contacted.

Equality, Diversity and Inclusion

Chronic Pain Ireland is an equal opportunities employer committed to creating an inclusive and diverse workplace. We welcome applications from all suitably qualified candidates.

In line with our commitment to equality and inclusion, we particularly welcome applications from groups that are currently under-represented in our workforce, including, for example, lone parents, members of the Traveller community and people with disabilities.

Registered Charity No: 20028022. Address: Chronic Pain Ireland, Carmichael Centre, North Brunswick Street, Dublin 7.
Tel: 01 8047567 Email: info@chronicpain.ie Web-site: chronicpain.ie

If you require reasonable accommodation at any stage of the recruitment process, please let us know and we will make every reasonable effort to accommodate your needs.

Additional Information

The successful candidate must be legally entitled to work in Ireland and be ordinarily resident in Ireland by the commencement of employment.

Appointment to this position will be subject to the successful completion of all pre-employment checks, where applicable and satisfactory Garda Vetting.

This fixed term position is provided under the Scheme to Support National Organisations 2026-2029, funded by the Government of Ireland through the Department of Rural and Community Development and the Gaeltacht.

Canvassing will disqualify.