



## **Communications and Digital Manager/Executive – Job Description**

Morrow Communications is seeking experienced and enthusiastic communications and digital professionals to join our award-winning PR & Communications team. We are currently recruiting for two roles:

### **Communications and Digital Manager (CDM) Communications and Digital Executive (CDE)**

Based in Holywood, County Down, we are one of Northern Ireland's leading integrated communication consultancies, representing some of the UK and Ireland's most exciting brands and organisations.

Our client base is growing and adapting to new challenges and exciting opportunities and so are we. We now require additional support for several of our key blue-chip accounts where digital communication is increasingly critical as part of our integrated comms solutions. Successful applicants will work as part of core client teams and bring energy and experience to the respective roles.

In return, we will offer a fast-paced, rewarding role with a competitive salary and plenty of opportunity for career growth. This will be provided in an open, friendly and supportive environment with relevant training and professional development.

### **Specific experience required for each role**

Applicants for Communications and Digital Executive (CDE) must have 1-2 years' relevant PR / communications experience working with clients/organisations in the private and/or public sector.

Applicants for Communications and Digital Manager (CDM) must have a minimum of three years relevant PR / communications experience working with clients/organisations in the private and/or public sector. This should include experience of devising and delivering communication strategies to meet client objectives as well as managing associated budgets.

### **All applicants should...**

- Hold a third level qualification (preferably, but not exclusively in Public Relations, Communications and/or Marketing)
- Have a recognised digital marketing qualification and/or proven experience of designing and delivering digital communications programmes including: content planning, copy creation and delivery across a range of social media platforms; social influencer management, planning and delivering digital advertising campaigns and measuring and evaluating their effectiveness
- Demonstrate solid experience of helping deliver media and stakeholder relations strategies
- Have experience of delivering excellent results within a communications/marketing environment and as part of a team.

## What we are looking for...

- You'll be an **inquisitive and strategic thinker**, who takes time to understand a client's business objectives and can help devise appropriate communications solutions to achieve them.
- You'll also be very comfortable in the digital sphere and understand how to channel great content to online audiences and advise clients on the latest digital trends.
- You'll know how to manage a **busy schedule** and thrive as part of a **team**.
- You'll have first-class **relationship and communication skills** – able to connect positively with everyone you encounter - from clients to media, colleagues to suppliers.
- You'll have an instinctive **flair for writing** in a variety of styles online and offline with meticulous **attention to detail**.
- You'll be ready to **jump headfirst** into the role, working on a number of major PR/communications accounts in various business sectors, as varied as agri-food, finance, retail, IT, energy, manufacturing and hospitality/leisure.

## Who we are...

Our 30+ strong team works together to deliver big results for our clients, combining skills in PR, Public Affairs, media relations, digital communications, event management, video production, advertising and graphic design.

We are spreading our reach on an all-Ireland and global scale – with big plans to drive our business even further forward.

Our commitment to excellence has been rewarded with the Communications Management Standard, awarded by the PRCA. We've also been recognised by the Chartered Institute of Public Relations for our client work on multiple occasions and have been awarded 'Consultancy Team of the Year' three separate times.

## To apply...

If you meet the above criteria and have the experience and ambition to deliver what we need, apply with an **up to date and tailored CV** - with particular reference and relevance to the job descriptions above. Please confirm which role you are applying for by using the specific references below in your response. Please note that the amount and relevance of your experience will inform the level of the role you will be considered for and the associated salary offered.

### **Comms & Digital Manager – CDM** **Comms & Digital Executive- CDE**

Please also include **a separate elevator pitch** about yourself (150 words maximum) highlighting how you are the must-see candidate for the relevant position. Please tailor your pitch to best demonstrate how you are right for these specific roles.

Email your tailored CV and Elevator Pitch to [reception@morrowcommunications.com](mailto:reception@morrowcommunications.com) by 5pm on Friday 11<sup>th</sup> December.