

Social Media Officer (Maternity Cover) – Blackrock, Co Dublin

The Alzheimer Society of Ireland is the leading dementia-specific service provider in Ireland.

The Alzheimer Society of Ireland works across the country in the heart of local communities providing dementia specific services and supports and advocating for the rights and needs of all people living with dementia and their carers.

Our vision is an Ireland where people on the journey of dementia are valued and supported.

A national non-profit organisation, The Alzheimer Society of Ireland advocates, empowers and champions the rights of people living with dementia and their communities to quality support and services.

The ASI is currently recruiting a Social Media Officer to be based in National Office, Temple Road, Blackrock, Co Dublin who will report to the Communications & Relationship Manager. This role is hybrid, with offices based in the National Office, Temple Road, Blackrock, Co. Dublin. You may also be required to travel in the course of your work to attend events, and to work at The ASI's other places of business.

The Social Media Officer is a key member of the Communications Team and should have the ability to multitask and have experience of working in a busy and varied role.

The Social Media Officer is required to shape and drive forward all social media channels, and to manage paid social media ads for the organisation.

The successful candidate will maintain and continue to build The ASI's social media profile.

Prior experience working on national campaigns, events and launches and experience creating and editing digital communications including video content is desirable.

Salary will be commensurate with the care sector, and dependent on relevant experience

This is a 35 hours per week full-time contact. This is a 9 month fixed term contract (with possibility to extend to 12 months). The purpose of this contract is to cover the maternity leave of the permanent resource.

If you are interested in applying for this post, please submit a full and up-to-date CV and covering letter explaining why you feel you could undertake this role and send it to recruit@alzheimer.ie

A full job description is available on the Career Section of The ASI website www.alzheimer.ie

Closing date for applications is: **20th November 2025**

The Alzheimer Society of Ireland is an Equal Opportunities Employer.

JOB DESCRIPTION & PERSON SPECIFICATION

Social Media Officer

Purpose of Position:

The Social Media Officer is a key member of the Communications Team and should have the ability to multitask and have experience of working in a busy and varied role where the ability to prioritise workload is essential.

The successful candidate will work to maintain and build The ASI's social media profile.

The Social Media Officer is required to shape and drive forward all social media channels, and to manage social media paid ads for the organisation.

Prior experience in working on national campaigns, events and launches would be desirable.

Prior experience in creating and editing digital communications including photo and video content is desirable.

Main Duties and Responsibilities:

1. Shape and drive forward all social media channels (including Facebook, Twitter, LinkedIn, Instagram, and YouTube)
2. Maintain and build The ASI's social media profile
3. Work on national campaigns, events and launches across all ASI departments
4. Create and edit digital content including video content
5. Manage social media paid ad campaigns for relevant departments in The ASI
6. Liaise with relevant departments in The ASI such as Advocacy & Public Affairs, Fundraising, Operations etc.
7. Attend events to capture content for all social media channels
8. Report to the Communications & Relationship Manager
7. Carry out any other duties that may be assigned from time to time

The above statements are intended to describe the general nature and level of work required from this position. They are not intended to be an exhaustive list of all responsibilities and activities required. The holder of this position is required to respond with a flexible approach when tasks arise which are not specifically covered in this job description.



PERSON SPECIFICATION:	
Knowledge/Experience: <ul style="list-style-type: none"> • 3rd level Digital Marketing / Social Media Qualification • 1-2 years digital experience required, working in a team-based environment 	
Skills/Competencies: <ul style="list-style-type: none"> • Organisational skills • Ability to work under pressure to short deadlines • Ability to work across different teams and different departments • Pro-active approach in creating digital content • Demonstrable experience managing Social Media Platforms • Experience using Meta Business Suite / Ads Manager • Strong communication, relationship management and support skills 	
Other Requirements: <ul style="list-style-type: none"> • Self-starter • Team worker • Relationship-builder • A highly motivated and enthusiastic individual 	
KEY RELATIONSHIPS	
<u>Internal</u> <i>Reports to:</i> Communications & Relationship Manager <i>Liaises closely with:</i> Advocacy & Public Affairs, Fundraising, Operations, Advocates, and volunteers.	<u>External</u> Ambassadors ASI clients and families PR/marketing/web companies