

Sims IVF Marketing Assistant

Job Description/Role Profile

Sims IVF

Sims IVF is one of the leading fertility clinics in Ireland. Since 1997, we have cared for thousands of patients needing treatment to realise their dream of having a baby and have helped pioneer IVF technology in Ireland. We strive to bring the joy of a family to those who need help with their fertility and to assist people in a confidential, professional, and caring manner. Our mission is to provide hope to all those that need help starting families.

Sims IVF became part of the Virtus Health family in 2014. As part of Virtus Health, one of the world's leading fertility groups, we share experience and knowledge from around the world, ensuring you get access to the very best reproductive medical care.

Summary of Role

The Sims IVF **Marketing Assistant** supports the Marketing Executive Ireland by executing various administrative and operational tasks to help implement marketing strategies and campaigns. Key responsibilities include conducting market research, assisting in creating content and promotional materials, managing social media accounts, assisting in coordinating events, and assisting in analyzing marketing data.

The role requires strong organizational, communication, and digital marketing skills, as well as attention to detail, to ensure the smooth execution of marketing activities.

1. Transactional Relationships

1.1 Line Management – The role holder will report to the Marketing Executive Ireland

2. Experience

2.1 Essential

- Education: Degree in Marketing, Communications, PR, Business, or a related field.
- Attention to Detail, strong organizational skills, excellent communication skills in both written and verbal English.
- Team Player: Willingness to collaborate and contribute to the team.
- Computer literacy (MS Word, Excel, and PowerPoint).
- Experience with social media platforms like Instagram, Facebook, LinkedIn, Facebook, TikTok.
- Strong proofreading and communications skills to ensure content accuracy and professionalism.

Sims IVF Marketing Assistant

Job Description/Role Profile

2.2 Desirable

- Familiarity with design software like Canva/InDesign is a plus.
- An Interest in science, fertility, women's health, or healthcare is an advantage.

3. Key Duties/Responsibilities

3.1 Content Creating

- Assist in creating engaging and informative content and visual assets for our websites and social media platforms (Instagram, Facebook, LinkedIn, etc).
- Help create blogs and copy for our websites.
- Assist in designing and reviewing marketing materials. (ex. Flyers, print materials etc.)
- Assist with planning content ideas and attend on filming and content creation days.

3.2 Market Research

- Conduct research on competitors, industry trends, and patient demographics.
- Develop presentations and reports on competitor activity.

3.3 Social Media Coordination

- Help manage and schedule posts across various social channels.
- Monitor engagement of posts.
- Assist in managing the inboxes on social media.
- Track performance/analytic metrics of posts and account performance.

3.4 Marketing & Campaign Support

- Support the marketing team in implementing digital ad campaigns (such as Google Ads, Facebook Ads) to drive traffic and increase patient inquiries and leads.
- Assist in developing, creating and sending patient-focused newsletters to the email database.
- Help to plan, brainstorm and execute innovative marketing strategies with the team.
- Assist in updating website content using CMS.
- Assist in reviewing and proofreading marketing materials and ensuring they align with brand guidelines.

Sims IVF Marketing Assistant

Job Description/Role Profile

3.5 Event Coordination

- Help organise and promote patient events, webinars, and informational sessions both in-person and online.
- Attend events in-person/online where relevant to support the team.

3.6 Reporting & Analytics:

- Assist in tracking the performance of marketing campaigns and leads using analytics tools like Google Analytics.
- Assist in creating reports as required.

3.7 Administrative Tasks

- Assist in processing leads via our CRM.
- Support the marketing team in daily administrative tasks.
- Organising marketing materials.
- Participate in brainstorming sessions and contribute creative ideas for marketing strategies.
- Other Ad hoc tasks may be required.

4.0 Key Behavioral Competencies

4.1 Personal Leadership

- Acts with honesty and integrity at all times.
- Must be able to work proactively and independently, taking the initiative to complete tasks efficiently.
- Works well in a team environment, supporting the marketing team and other departments, while contributing positively to collective goals.
- Has a realistic sense of self and impact on others.
- Demonstrates patience and perspective in dealing with difficult situations.
- Accepts ownership of role and accepts accountability of role objectives.

4.2 Customer Service

- Demonstrates an ability to deliver excellence in standards of service.
- Presents a caring, engaging, and positive manner at work.

4.3 Teamwork

- Supports all team members by working together as a group to achieve organisational goals and uphold organisational values.
- Participate in regular performance reviews.

Sims IVF Marketing Assistant

Job Description/Role Profile

- Listens and respects other points of view.
- Is receptive to feedback from others.
- Ability to work well in a team environment, often cross-departmentally.

4.4 Attention to Detail

- Ensures that one's own and others' work and information are complete and accurate.
- Follows required procedures to ensure high quality of work.
- Verifies information.
- Carefully reviews and checks the accuracy of information provided by others.
- Proofs and checks work before sending information.

4.5 Motivational Support

- Acknowledges and thanks people for their contributions.
- Expresses pride in the group.
- Signals own commitment to a process by being personally present and involved at key events.

Appearance

Employees are expected to maintain a professional appearance in the office (smart casual) and when offsite representing the organisation (At events and client meetings).

Physical Demands:

- Sitting at desk.
- Ability to lift and carry items such as event materials/setting up stands at events.

Terms and Conditions of Employment

- **Location:** The role holder's normal place of work will be at Sims IVF Clonskeagh. Clinic visits to other Sims clinics may be required.
- **Contract:** 1-year Fixed Term.
- **Hybrid Working:** Onsite will be required with hybrid working available following initial onboarding.
- **Working Hours Weekly** - 37.5 hours, Monday to Friday. Occasional weekend/evening work may be required due to events.
- **Salary:** €28,000 - €30,000. D.O.E

Application Details

- Please submit a cover letter.
- Also, a copy of an up-to-date CV
- Email subject Line- Clonskeagh -Marketing Assistant - November 2024
- Please email to: recruitment@sims.ie