



Sales and Marketing Coordinator (Full-Time)

Truagh Development Association is a not-for-profit community development company based at the Blackwater Valley Learning Centre and Errigal Heritage Centre in north Monaghan. Truagh Development Associations Community Services Programme delivers the following services to the community in north Monaghan: weekly social dinner and dance/rural transport, hot school lunches, good morning calls and home visits to the over 55s in the community, home meal delivery as well as a variety of training and educational courses.

The role of the Sales/Marketing and Communications coordinator has two functions i) to coordinate the online sales and marketing of craft manufacturers' products under the Tru Irish brand and ii) to communicate the purpose and philosophy of the organisation to the community-at-large by making effective use of a variety of approaches in order to maximise income generation from existing and new services provided by the Community Services Programme.

Sales/Marketing

- Manage all aspects of the Tru Irish online sales and marketing services from engaging with craft manufacturers, e-marketing of their products and all aspects of sales, finance and logistics
- Work with existing clients to maximise their sales under the Tru Irish brand
- Sell the benefits of the Tru Irish brand to other craft producers in the locality, county and further afield to grow sales and income
- Work closely with Management of the Community Services Programme to design and implement strategies to increase income from new and existing services

Communications

- Assist Management with the design and implementation of a marketing and promotion plan
- Assist with E-mail marketing, content creation
- Assist with the production of marketing materials
- Raising awareness for and promoting activities, events, facilities etc
- Improve communications with service-users and other stakeholders (e.g. Newsletter)

Knowledge and Skills

- Minimum one years experience in a similar role
- Qualification in the area of Marketing/Sales/Communication desirable
- Proven ability in the areas of marketing and/or sales

- Excellent people skills and the ability to network with local businesses / crafts people
- Strong IT skills and creative skills, including knowledge of online sales platforms
- Knowledge of Photoshop and digital photography desirable
- Ability to work under pressure and to deadlines
- Good attention to detail and accuracy
- Working knowledge of Social Media applications and website development
- Strong written and verbal communication skills
- Strong commitment to customer service and quality
- Self-motivation and ability to work in a team environment

Full Drivers Licence essential.

38.5 hours per week.

Applications by Cover Letter and CV to the Manager,

Truagh Development Association, Mullanacross, Emyvale, Co Monaghan.

Closing Date: Friday 20th March 2020