



Irish Pharmaceutical Healthcare Association

Role: Digital Communications Executive, Irish Pharmaceutical Healthcare Association

Are you creative and organised, with a passion for digital storytelling and an interest in how innovation in medicines can change lives for the better?

IPHA, the organisation representing the originator biopharmaceutical industry in Ireland is hiring a Digital Communications Executive for our communications and advocacy work.

The role is designed to support the industry's central digital storytelling capacity. IPHA's brand purpose, and the name of our flagship film-led campaign, is Innovate For Life. We have an exciting story to share with the world. The role is aimed at helping to find new ways to share that story and at building on the many successes we have achieved so far. The role will span a variety of digital projects across campaigns, website, social channel management, social content development, and videography and photography.

Through the membership of 49 international research-based biopharmaceutical companies, IPHA aims to create a collaborative environment that enables the industry to discover, develop, manufacture and adopt innovative medicines, vaccines and technologies.

The Digital Communications Executive will be part of the Communications and Advocacy team, reporting to the Director. The role will be offered under an initial contract to the end of December 2022. A competitive remuneration package related to the required skills and experience will be offered.

Responsibilities

- Managing owned social channels, with responsibility for content, engagement, development and analytics;
- Creating and editing animated and motion graphics to an excellent standard, using a variety of software tools;
- Liaising with agencies on the management of film and digital content, including for #InnovateForLife, so that they are embedded in our external presentation and identity;
- Understanding how to source video footage from a wide range of open sources and licensed video and image libraries;
- Formulating a digital strategy for the Self-Care Division, comprising the makers of over-the-counter medicines;
- Continuous improvement to IPHA-owned websites, including ipha.ie, medicines.ie and transferofvalue.ie, under the guidance of internal website owners;
- Support on the execution of events and ideation for new event initiatives;
- Building relationships with external stakeholders, especially patient organisations, partnering on projects of common interest and engaging, where appropriate, on joint campaign work.



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Qualifications and Expertise

- Third-level high quality degree in a relevant area (Media and Multimedia, Communications and Digital Communications, Design Thinking, Social Media or Marketing);
- Technical competence in the operation of all aspects of social media and website platforms;
- Experience in storyboarding, scripting and social media content creation;
- Practical knowledge of SEO, CMS, and website design and management;
- Experience in live streaming and virtual conferencing;
- Capacity to create and edit animated and motion graphics using a variety of software tools such as Adobe After Effects, Photoshop Premiere Pro, InDesign, Illustrator and Lightroom;
- Ability to edit video to suit different social platforms;
- Excellent time management and organisational skills;
- Ability to manage multiple projects at different stages of production simultaneously;
- Ability to scope projects, create timelines and follow through to completion;
- Ability to work to short deadlines, where necessary;
- Passion for, and interest in, the potential of medicines innovation to improve society and the economy;
- Interest in politics and public policy in health, enterprise and the economy;
- The ability to write clearly, concisely and quickly.

Personal Effectiveness Skills

- Ability to communicate convincingly and with authority;
- Ability to think strategically and act tactically;
- Ability to see trends and spot opportunities, and to work well in fast-paced environments;
- Ability to build and maintain close relationships internally and externally;
- Ability to work collaboratively, foster teamwork and take ownership of workstreams and projects;
- Flexible and positive attitude, showing energy and creativity;
- Excellent organisational skills and consistent attention to detail.

Check out some of our recent campaigns here [Facebook](#), [Twitter](#) and [LinkedIn](#).

Application Process

Interested candidates should send their application by email to DorothyGray@ipha.ie by **5pm on Tuesday, 15th March 2022**. Interviews will be held on **Wednesday, 30th March 2022**. The application should consist of:

- CV
- Cover letter of no more than 400 words demonstrating your suitability for the position.

ENDS