



Digital Impact Executive

We are seeking a results-driven Digital Impact Executive to support the next phase of our digital transformation. This role contributes to expanding our brand visibility, supporter acquisition, and digital income, but its true focus is in storytelling that makes our programmes visible to every child, parent, and school community we aim to reach.

The postholder will report to both the Creative Director and Head of Fundraising, while working closely with creative/digital agency and IT leads where appropriate; ensuring strong alignment across teams, and a balance between creativity and impact on revenue generation. They will support the delivery of high-impact content and campaigns that grow our audience, convert supporters into donors and fundraisers, and extend the reach of our digital programmes into schools around Ireland. From building scalable campaigns to implementing supporter journeys, this role plays a hands-on part in our digital growth pipeline.

Success will rely on the ability to translate stories into action, expanding access and strengthening our mission of reaching every child with critical tools for mental health and wellbeing.

We are seeking an individual who is commercially astute, fluent with social media digital platforms, and able to deliver digital storytelling that embodies our mission and amplifies the voices of those we serve. This role sits across fundraising, brand and programme impact, with clear accountability for day-to-day execution and measurable gains in reach, engagement, recruitment, and revenue.

Key Responsibilities:

- **Content Creation**
 - Produce content across key platforms (Instagram, TikTok, YouTube, Meta) with a focus on engaging multimedia formats, including UGC-style storytelling with our key audiences and beneficiaries
- **Campaign & Community**

- Support the delivery of digital fundraising campaigns and appeals with clear KPIs related to income generation, including supporter conversion, fundraising participation and online donations, working under agreed campaign strategies and targets set by the fundraising and leadership teams.
- Build and manage online communities, especially Rise Up, cultivating authentic supporter relationships; and relationships with teachers and schools
- Support ALFL representation in external storytelling partnerships and influencer engagement
- Assist in the setup, monitoring, and optimisation of paid campaigns across Meta Ads Manager, TikTok Ads, Google Ads (including Google Ads Grant)
- Support basic SEO tasks, including keyword research, image optimisation, and link strategies, ensuring visibility of digital assets
- **Analytics & Reporting**
 - Use tools such as Google Analytics, Google Search Console, and CRM dashboards to monitor and report on audience growth, engagement, and conversion
 - Stay informed about digital trends and youth audience behaviours to inform campaign design

Personal Profile:

- Passionate about youth-centred and oriented communications, and embodies creativity, adaptability, and curiosity
- A third level qualification in digital marketing or related field
- At least one year's experience in content creation and/or digital marketing, ideally in a not-for-profit or youth-focused setting
- Strong understanding of platform-native formats and youth digital culture, including trends, audio, pacing, captions, hooks and accessibility best practice
- Comfortable working on the ground with programme teams, schools and young people to capture authentic digital content
- Demonstrated experience shooting and editing short-form video and audio content for social platforms (e.g. Reels, TikTok, Shorts), including filming, basic lighting, sound, and post-production
- Proficiency with content creation and editing tools such as Canva, CapCut, Adobe Creative Suite, and social platform editors
- Comfortable with social media ad platforms (Meta Ads Manager, TikTok Ads, Google Ads); certifications a plus
- Strong storytelling instincts with creativity, curiosity, and a youth / education focus

- Excellent organisational skills with the ability to prioritise and balance multiple projects
- Strong analytical skills with the ability to interpret data for informed decision-making
- Experience working on own initiative and within a team
- A performance-led mindset, with an interest in testing, learning and iterating content based on what drives reach, engagement and conversion
- A team player who is open to feedback, collaboration, and experimentation
- Alignment with A Lust for Life's mission to empower young people across Ireland

Professional Development:

- Learn and grow alongside the support of a dynamic digital agency and the wider communications team
- Receive mentorship on advanced digital marketing strategy, funnel creation, and campaign optimisation
- Access to sector-standard tools in digital advertising, content creation, and analytics
- Opportunities for further education or certification support (e.g. Google Ads, Meta Blueprint)

How to apply:

Closing date for applications is 12 noon, 2nd March 2025. Interviews will be held w/c 9th March. Submit your CV and cover letter outlining your suitability for the role to Ciara O'Connor, at creativedirector@alustforlife.com.