



Digital Marketing and Communications Assistant - Part-time

We have an exciting opportunity for a part-time digital marketing and communications assistant to join the team at Howth Yacht Club. Howth Yacht Club is a World Class Yacht Club with a 250 berth private marina and a distinctive Clubhouse offering year round sailing and social activities in an enviable coastal location.

Key responsibilities are creating and delivering a marketing and communications plan that promotes sailing as the core activity of the Club. You will be responsible for marketing the Club including HYC sailing events, membership of the Club and Quest Howth HYC's training brand. You will also be responsible for planning and executing a communication strategy to engage and attract members through social media channels and online.

Objectives and responsibilities

- Ensure that the HYC brand is represented consistently externally and internally as per brand guidelines.
- Ensure that Sailing events are actively promoted across all communication channels and that race events are updated online as required with Notice of Race, entry lists.
- Responsible for engaging members through established communication channels including mailed newsletters and online quarterly briefings.
- Plan and execute social media campaigns across different channels with aim of increasing followers and engagement. Identify and develop new channels to engage with members.
- Working alongside HYC volunteers to create and upload regular and engaging online content for hyc.ie making sure that it is true to the brand with sailing at its the core.
- Marketing of Quest Howth training brand and ensure that online content and offering is up to date.



- Opportunities to increase revenue and promote the HYC brand through Club merchandise.
- Plan and promote social and on the water initiatives to engage with all categories of members.
- Support in the launch and content and of a new mobile APP for members and the membership section.
- Be part of the exciting project team involved in planning and delivering a new Club website.

Skills Required

- ✓ Proven communication skills with ability to communicate internally and externally.
- ✓ Skilled writer with a flair for design and presentation.
- ✓ Sales orientation
- ✓ Ability to optimise several platforms and software including web editing, email marketing platforms, adobe suite.
- ✓ Experience of managing multiple digital media platforms.
- ✓ Organisational skills ability to plan and work to deadlines.
- ✓ Passionate about sailing and the success of the Club.

Benefits for you

- ✓ Flexible working opportunity - 20 hours a week.
- ✓ Coastal location, easily accessible by DART.
- ✓ Access to on the water activities.
- ✓ Mentoring given by General Committee representative.

Applications to Manager@hyc.ie by 5 December 2021