

THE AGRICULTURAL TRUST

JOB DESCRIPTION	
JOB TITLE: Online Community Manager	DEPARTMENT: Editorial
REPORTING TO: News Editor	CONTRACT TYPE: Fixed term contract
WORKING ARRANGEMENTS: 37½ hours per week, based in The Agricultural Trust offices at Irish Farm Centre, Bluebell, Dublin 12. Office hours are nominally from 9.00am to 5.30pm, Monday to Friday, but may vary by arrangement with the News Editor and / or the Chief Executive in accordance with business requirements.	
OVERALL PURPOSE OF JOB: To build, grow and manage online traffic to the Agricultural Trust's platforms including the Irish Farmers Journal, Irish Country Living, and the Irish Field, increase brand awareness and engagement online.	
DUTIES / RESPONSIBILITIES: <ul style="list-style-type: none">• Develop content and strategies to drive engagement and increase interaction across assets and social media for the Agricultural Trust's platforms.• Build on an already strong and exiting network of followers on all social platforms and channels.• Oversee the creation of content designed to create engagement and grow the community online as well as offline.• Analyse the data of each platform to evaluate the success of each strategy.• Manage and oversee the daily roll out of all Agricultural Trust social media channels.	
QUALIFICATIONS / SKILLS / EXPERIENCE: <ul style="list-style-type: none">• 2+ years of experience working in media or leading online communities.• Experience in content marketing, content strategy and user experience.• In-depth knowledge of the constantly evolving social media and media landscapes.• Excellent writing and editing skills.• Third Level qualification in journalism, marketing or a related discipline.• A knowledge of rural and farming life in Ireland is a bonus.• Agility with publishing and multimedia production tasks and software including CMS systems and social media; familiarity with HTML, audio and video editing.• Ability to work to strict deadlines• Excellent communication and interpersonal skills.• Being a team player is critical.	
OTHER FEATURES OF JOB: <ul style="list-style-type: none">• Availability for national and international travel is required.• Responsibilities are flexible and may be changed and / or added to in accordance with business requirements.• The role-holder will be required to work on any project that the News Editor and/or the CEO may reasonably delegate at any time and, if necessary, to work as part of The Agricultural team on any publications / tasks as required.	