Job Title: Digital Communications and Brand Executive

Reports To: Digital Communications and Brand Manager
Location: [Ireland/hybrid]
Type: Hybrid work, full-time 1 year fixed-term, flexible hours. The candidate can be based anywhere in Ireland but must be ready to travel to Dublin / other locations within Ireland for occasional weekend work (approx. twice a month), including gymnastics events and in-person meetings.

How to Apply: Please send your CV, cover letter and examples of your work to ask@gymnasticsireland.com by the 20th November 2026.

Company Overview: Gymnastics Ireland is the national governing body for the sport of gymnastics in Ireland. We are one of the largest participation/membership based sports in the country and also one of the most successful high performance sports.

We are looking for a qualified and creative Digital Communications and Brand Executive to join our team. This is a 1 year full-time fixed-term contractual position with potential to lead to longer employment. This role is a great opportunity for a motivated individual to contribute to our dynamic and forward-thinking organisation, digital presence and our brand's success coming off the back of Ireland's historic first ever Olympic Gold medal in gymnastics at the Paris 2024 Games as we head towards the LA 2028 Games. This is an entry-level position with great potential for growth within a dynamic and energetic environment.

Role Overview:

The Digital Communications and Brand Executive will play a key role in executing our digital communication & brand strategy whilst maintaining a cohesive and engaging brand presence following the brand guidelines. This position requires a creative mindset, technical skills in design and digital communication tools, a strong understanding of communication and media landscape, website content management, social media platforms and a love for sport.

Key Responsibilities:

Brand Management and Graphic Design:

- Be a brand guardian by maintaining brand presence in a consistent manner across all digital and non-digital platforms.
- Design visually compelling materials using Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.) and Canva for social media, digital marketing campaigns and digital platforms.
- Develop and maintain brand assets to ensure consistency across all digital and print communications, including event promotional material.

Digital Communications and Social Media Management:

- Manage and grow the company's presence on social media platforms (Instagram, Facebook, X, LinkedIn, TikTok, YouTube).
- Create and schedule engaging content, monitor analytics and optimise performance to meet KPIs.

- Interact with audiences and respond to message inquiries promptly to maintain a positive experience for our online community.
- Collaborate with the team to conceptualise and execute creative campaigns that align with the company's vision, objectives and brand.
- Working with various departments to create compelling written content and press releases.

Website Content Management:

- Maintain and update the company's public-facing website.
- Ensure content is optimised for SEO, accessibility and aligns with brand guidelines.

Qualifications and Experience:

Essential:

- Bachelor's degree in Communications, Marketing, Journalism, Digital Arts (or a related field) or equivalent demonstrable experience.
- Proficiency in Adobe Creative Suite, Social Media content editing tools and Canva.
- A creative mindset with a strong eye for design and detail.
- Exceptional written and verbal communication skills.
- Solid understanding of digital marketing strategies and social media platforms.
- Ability to work independently, manage multiple projects, and meet deadlines in a fast-paced environment.
- Flexibility to work on weekends or outside standard hours when required.

Desirable:

- 1+ years of experience in digital communications, design or related roles.
- Experience working in sports club, sports brands or wider sport.
- Knowledge of SEO, Google Analytics, and email marketing tools.
- Video editing skills.

Key Attributes:

- Self-starter with a proactive attitude and ability to work independently.
- Strong organisational and multitasking skills.
- Enthusiastic team player who thrives in a collaborative environment.
- Passion for sports and an understanding of the industry's unique demands.
