



<b>Position</b>	<b>Communications and Publicity Officer (HEO)</b>
<b>Contract</b>	<b>Temporary specified purpose contract for a maximum duration of up to 31<sup>st</sup> December 2027 (EMFAF)</b>
<b>Service Group</b>	<b>Development and Innovation (Communications Team)</b>
<b>Location</b>	<b>BIM Head Office, Crofton Road, Dun Laoghaire, Co. Dublin.</b>

#### Brief description of BIM:

BIM is a non-commercial semi-state body, which was formally established by statute (Irish Sea Fisheries Act 1952). It is the Irish State agency responsible for developing the Irish seafood industry.

BIM's strategy aims to enhance the competitiveness of the Irish seafood sector focusing on the following five key strategic priorities:

1. Sustainability
2. Skills
3. Innovation
4. Competitiveness
5. Leadership

BIM is an agency of the Department of Agriculture, Food and the Marine (DAFM) and a network of other Government Departments, semi-state agencies, national and international marine partners.

The organisation has six business units: Seafood Technical Services, Skills Development Services, Corporate Services, Development and Innovation Services, Economic and Strategic Services, and Corporate Communications. BIM's head-office is in Dun Laoghaire, Co. Dublin. In supporting the seafood sector, BIM's staff are also strategically located in the coastal communities which they serve, including offices in Galway and Killybegs. In addition, BIM's two training colleges are located in Greencastle, Co. Donegal and Castletownbere, Co. Cork. Finally, BIM's SIH (Seafood Innovation Hub) is located in Clonakilty, Co. Cork where it supports innovation and sustainability among Ireland's seafood industry.

#### **Our Mission**

To support and enable an increase in value creation of an Irish sustainable seafood sector, across the supply chain, from catch to consumer.

#### Description of appropriate Service Group:



### **Development and Innovation Services Unit**

The aim of the Development and Innovation Services unit is to enable Irish Seafood to become a smart, green seafood sector generating prosperity and employment in Ireland. We work to achieve this through an integrated approach to business development including market-led innovation and new product development in BIM's Seafood Innovation Hub. We also assist companies to build scale through investment and route to market collaboration. Our diverse team is committed to supporting the growth of the Irish seafood sector in the home and export markets. The BIM Communications team sits within this unit.

### **Overview of the Communications Team**

The communications team is responsible for the design and implementation of a communications strategy that helps deliver the Corporate Strategy and Performance Plans. Areas of output include: online communications; social media; media relations; branding, print and design; public relations as well as outreach and events.

### **Summary of the Role:**

The role of the Communications and Publicity Officer is to promote the outcomes of EMFAF funding through BIM and to showcase projects and initiatives funded through the BIM programme. The role will include engaging and informative promotion of EMFAF activities using various online and social media platforms, while also developing reports, E-zines and press releases to communicate the impact of EMFAF funding by BIM in Ireland to audiences both nationally and regionally within Ireland. A key element of the role will be to establish and maintain effective working relationships with grantees and specifically the FLAG (Fisheries Local Action Group), Boards, media organisations and colleagues in BIM, working collaboratively and creatively to maximise the promotion of the impact of EMFAF funding.

This role is in support of the implementation of the objectives of EMFAF.

### **Background to Requirement:**

BIM is the Irish State agency responsible for developing the Irish seafood industry. It supports the Irish seafood industry and communities in ensuring that aquatic and maritime resources are used sustainably.

Ireland has secured funding under the EMFAF (European Maritime Fisheries and Aquaculture Fund) to support the implementation of EMFAF which will lead to:-

- Healthy, safe and sustainably managed seas and oceans
- Food security through the supply of seafood products
- Growth of a sustainable blue economy

The Marine Programmes Division of the Department of Agriculture, Food and the Marine (DAFM) will be responsible for the development and implementation of the Seafood Development Programme 2021 - 2027. The European Maritime, Fisheries and Aquaculture Fund (EMFAF) 2021-2027 is a successor to the European Maritime, Fisheries Fund (EMFF) 2014-2020.



Ireland is to receive €142 million of EU funds from the new EMFAF which will be combined with co-funding from the Government of Ireland. These funds will be allocated for the management of fisheries, aquaculture and fishing fleets, and also cover measures such as scientific advice, controls and checks, market intelligence, maritime surveillance and security. The development of a sustainable blue economy is a key focus on the EMFAF and the Regulation requires that support under the programme will contribute to the achievement of the environmental and climate change mitigation and adaptation objectives of the European Union.

#### Principal Tasks:

- To jointly develop and implement an EMFAF communications strategy to support BIM's overall organisational strategy and objectives.
- To develop engaging and informative EMFAF content using traditional as well as online and social media platforms including reports, E-zines and press releases to communicate the impact of EMFAF funding through BIM both nationally and regionally.
- To establish and maintain effective working relationships with grantees and specifically the FLAG Boards, media organisations and colleagues in BIM.
- To promote both EMFAF funding and the role of the FLAG boards as an important EMFAF implementing body.
- To commission video content for social media.
- Maintain good working relationships with media organisations.
- Collaborating with the colleagues in BIM to ensure a cohesive public image for the organisation.
- Working with FLAG Boards and teams within BIM to organize and host public events and promotions.
- To jointly manage media relations including researching and creating media content and responding efficiently to media issues and queries etc.
- Develop and/or update communications policies and guidelines.

#### Other:

- To perform any other related duties as might reasonably be required and which may be assigned from time to time.

#### Reporting Structure:

Communications Manager/Development and Innovation Director.

#### Contacts:

##### Within BIM

Director of Development and Innovation, Communications Team, Director of Corporate Services, Investment Services Team, BIM staff with responsibility for EMFAF grants.

##### Outside BIM

FLAG Boards, clients, media, DAFM.



### **Training**

No mandatory training is required. Training needs will be identified through our Performance Management System.

### **Education, Professional or Technical Qualifications, Knowledge, Skills, Aptitudes, Experience and Training**

#### **Essential:**

- A 3<sup>rd</sup> level degree is a requirement. However, a degree in Communications, Journalism or a related field is an advantage.
- Prior experience in a communications role.
- Exceptional written and verbal communication.
- Knowledge of social media analytics tools and reporting.
- Outstanding writing, communication and presentation skills, highly competent in copywriting, editing and proof-reading.
- Strong interpersonal skills and the ability to build effective professional relationships.
- A high level of computer literacy including the use of standard Microsoft Office software packages, web and content management software and social media tools.
- The ability to work unsupervised, is solutions-oriented with good initiative and problem-solving ability.

#### **Desirable:**

- Previous communications or public relations experience in a public sector environment.
- Knowledge of video production and editing.
- Fluency in the Irish language.
- A full driving licence.

#### **Special personal attributes required for the position:**

- Good personal organizational and priority-setting skills, with the ability to manage multiple priorities.
- Capable of working independently as well as being an effective team player, with initiative and creativity.
- Very good attention to detail.
- Good interpersonal and communication skills, with the ability to effectively interact with people in a multidisciplinary and multicultural environment.
- Values the sharing of information and continuous improvement in a cooperative atmosphere of constructive evaluation and learning.
- Experience in collaborating with scientists and members of a technical team.

#### **Salary:**



Remuneration is in accordance with the Public Sector, Department of Finance approved Salary Scale for HEO Grade, with a salary range of €50,848 - €64,038 (as at 1<sup>st</sup> February 2022) per annum pro-rated with time worked. You will become a member of the Single Public Service Pension Scheme if you are not currently a member of a public sector pension scheme (or have not been a member in the past six months). Salary and Pension Scheme are subject to public sector approved norms and take account of recent service in the public sector in lien with relevant circulars and rules.

#### Annual Leave:

Annual leave entitlement for this role is 29 working days per annum pro-rated to reflect time worked. Annual leave entitlements are exclusive of Public Holidays. All leave must be approved in advance in line with BIM leave policies, by your manager or their authorised representative.

#### Duration of Contract:

This temporary specified purpose contract of employment will be for the period up to the end of 31st December 2027. The successful candidate will be on probation for the first six months of this contract.

#### How to Apply:

A full C.V. together with a letter of application and [BIM Vacancy Application Form](#) , summarising experience and skill sets applicable to the position should be emailed to [jobs@bim.ie](mailto:jobs@bim.ie) or posted to Human Resources of BIM, 12 Crofton Road, Dun Laoghaire, Co. Dublin.

**The closing date for Applications is 5 p.m. 12<sup>th</sup> October 2022.**

Please note that there may be more than one interview stage in the recruitment process for this role and that BIM may request the selected candidates to present a short presentation on a pre-selected topic at the final interview stage. Please note that late applications will not be accepted.

Any queries in relation to this role should be emailed to [jobs@bim.ie](mailto:jobs@bim.ie).

**Use of Data** - all personal data and the information submitted for this application will be used solely for the purpose of this campaign, after which it will be deleted in line with our General Data Protection Regulation Policy and data retention schedule.

**All information will be treated with the strictest confidence and accessed only by those involved directly in the campaign.**

***BIM is an equal opportunities employer***