

Position	<b>Digital Communications Specialist (EO)</b>
Contract	<b>Full-time; Contract of Indefinite Duration</b>
Service Group	<b>CEO (Communications Team)</b>
Location	<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 support and develop the Irish seafood sector providing technical expertise, business support, training and funding by focusing on the following four key strategic priorities:

1. **Lead** and nurture leadership
2. **Deliver** results with solutions that effect change
3. **Invest** for long-term growth
4. **Protect** our environment and our sector

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.

## Overview of the Communications Team

### Overview of the Communications Team

The Communications Unit delivers an extensive communications strategy in line with BIM's Strategic priorities and to communicate BIM's vision; We will partner with the Irish seafood sector in every possible way, with intent and urgency, to identify and drive the changes needed to ensure its sustainable future.

BIM's Communications Unit handles all media relations for the agency, oversees and negotiates sponsorship, provides advice and support to the CEO and Senior Management, manages BIM's brand, its website, publications and advertising. It also oversees crisis communications for the organisation, BIM's Communications strategy and works with the Department of Agriculture, Food and the Marine regarding Ministerial communications opportunities, launches and briefing materials.

### Summary of the Role:

This is an opportunity for an enthusiastic and creative team player with strong digital communications skills and experience to join BIM's Communications Unit, helping to strengthen engagement among BIM's key stakeholders across digital channels as well as positively impacting the state agency's corporate reputation. The successful candidate will have experience in the development and production of high-quality, engaging digital content and in planning and implementing campaigns in a strategic manner to enhance BIM's ability to communicate its key strategic goals) to the seafood sector and other stakeholders.

The ideal candidate will have significant experience delivering high-quality work to deadlines along with strong analytical skills enabling them to monitor campaign performance and produce evaluation reports.

### 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.

BIM is fully committed to being a 'digital first' organisation. There are ample opportunities to boost messaging, drive engagement and increase audience share across digital channels such as LinkedIn, Twitter, Instagram & Facebook.

### Principal Tasks:

- Production of high-quality graphics, photographic and video content for use across BIM digital channels
- Work with the communications team to develop and plan digital communications stories.
- Apply digital marketing expertise to help realise BIM's strategic goals.
- Provide digital communications support at BIM events.

- Collaborate with the communications team and other colleagues in BIM to ensure a cohesive public image for the agency.
- Ensure BIM, European Maritime Fisheries and Aquaculture Fund (EMFAF) and other relevant brand guidelines are adhered to at all times across digital channels.
- Compile monthly social media evaluation reports against KPIs, including recommendations for future campaigns.
- Ensure corporate governance is employed in all activities.
- Assist in developing and/or update communications policies and guidelines.
- Provide administrative support to the Communications Team as required.

**Other:**

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

**R4O**

Communications Manager/CEO.

**Contacts:**

**Within BIM**

CEO, Communications Manager, EMFAF Communications & Publicity Officer, wider Communications Team, Director of Corporate Services, Investment Services Team, BIM staff with responsibility for EMFAF grants.

**Outside BIM**

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**

- Minimum 2 years' experience capturing and editing high quality and innovative visual content for impactful digital communications campaigns
- Highly skilled at photography, videography and editing, including experience using editing tools
- Highly skilled at graphic design, including experience using editing tools
- Knowledge of the social media landscape in Ireland and social media trends
- Practical knowledge of using digital platforms and analytics tools.

**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 similar communications role
- Highly skilled at photography, videography and editing, including experience using Adobe or equivalent.
- Experience in producing high-quality digital work to deadlines.
- Highly skilled at graphic design, including experience using Adobe or equivalent.
- Practical knowledge of using digital platforms and analytics tools, including Twitter, Facebook, Instagram, LinkedIn and Hootsuite
- Strong knowledge of the social media landscape in Ireland and social media trends
- 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.
- Budget management.

#### **Desirable:**

- Previous communications experience in a public sector environment.
- Fluency in the Irish language.
- A full driving licence and car owner.

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

- Good personal organisational 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.
- Strong attention to detail.
- Strong interpersonal and communication skills, with the ability to effectively interact with people in a multidisciplinary 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 PO Grade, with a salary range of €33,812 to €56,127 (as at 1<sup>st</sup> March 2023) per annum pro-rated with time worked. Appointment will be at the first point of the pay scale unless the candidate is currently employed within the public sector.

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 line with relevant circulars and rules.

#### Annual Leave:

Annual leave entitlement for this role is 23 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:

Contract of indefinite duration. 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. 15<sup>th</sup> June 2023.**

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***

