



Position	<b>Corporate Marketing Executive (HEO)</b>
Contract	<b>Full-time; Specified Purpose Contract (Career Break Cover)</b>
Service Group	<b>CEO (Communications Team)</b>
Location	<b>BIM Head Office, Dun Laoghaire, Co. Dublin (Application for Hybrid arrangement possible)</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:

- **Lead** and nurture leadership
- **Deliver** results with solutions that effect change
- **Invest** for long-term growth
- **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.

## Description of appropriate Service Group:

### **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 BIM. It 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 corporate marketing and branding skills and experience to join BIM's Communications Unit, helping to strengthen engagement among BIM's key stakeholders as well as positively impacting the State Agency's corporate reputation.

The successful candidate will have significant branding and design 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 (i.e. Lead, Deliver, Invest, Protect) to the seafood sector and other stakeholders.

The Corporate Marketing Executive, reporting to the Communications Manager, assists with the website development, brand implementation and audit, publications, advertising, event planning, digital marketing including BIM's social media strategy in addition to sponsorship.

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 seeking a Corporate Marketing Executive to work as a key member of its communications team, to ensure the successful delivery of BIM's marketing and PR programmes and in support of building BIM's marketing capabilities.

The purpose of the role of Corporate Marketing Executive is to provide support to the Communications Manager on the development and implementation of the communications strategy. It is also to plan

and implement branding and marketing campaign plans for BIM, in line with its corporate strategy and to measure the effectiveness of marketing activities conducted.

#### Key Responsibilities:

- Provide copywriting, editorial and proof-reading expertise.
- Creation and management of content on [www.BIM.ie](http://www.BIM.ie).
- Brand implementation and audit to ensure BIM brand guidelines are adhered to at all times.
- Ensure branding standards are maintained across all BIM channels and events.
- Management and creation of BIM branded materials and publications.
- Assist with the implementation of BIM's advertising and media buying strategy.
- Provision of additional support during BIM or industry events, including planning and execution.
- Assist with the evaluation of campaigns against KPIs and recommendation for future campaigns.
- Ensure corporate governance is employed in all activities.
- Management of BIM photographic and filmed content.
- Collaboration with the communications team and other colleagues in BIM and external stakeholders to ensure a cohesive public image for the agency.
- Ensure BIM, European Maritime Fisheries and Aquaculture Fund (EMFAF) and other relevant brand guidelines and standards are adhered to at all times across BIM channels.
- Compile monthly evaluation reports for [bim.ie](http://bim.ie) against KPIs, including recommendations for development.
- Responsible for developing and/or updating BIM Communications templates, including management of logos and brand guidelines.
- Support the Communications Team and other BIM teams as required.
- Develop business relationships with suppliers and stakeholders and implement BIM's communication strategy.
- Manage a range of projects and activities concurrently and ensure deadlines are met.
- Brand implementation and audit to ensure BIM brand guidelines are adhered to at all times.
- Ensure standards are maintained and evolved in the delivery of efficient and effective execution of events and wider BIM communications.
- Management of third party agency relationships including creative, media and AV.
- Ensure corporate governance is employed in all activities.

#### Other:

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

#### Reporting Structure:

**Line Manager:** Communications Manager.

## Contacts:

### Within BIM

Director of Development and Innovation, 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 3 years' working in a fast-paced corporate marketing and communications department, and as part of a team, project managing a range of strategic marketing and communications projects.
- Experience in the delivery of branded materials across print and online channels.
- Highly skilled at graphic design, including experience using editing tools.
- Sets priorities accurately reflecting the relative importance of job responsibilities.
- Ability to work independently and follow through on assignments ensuring delivery and completion of work in a timely manner.

## Essential:

- Prior experience in a similar communications role.
- 3<sup>rd</sup> level degree in a relevant subject area.
- Prior experience as brand ambassador/guardian for an organisation ensuring alignment on branding and messaging across all touchpoints. Experience in producing high-quality work to deadlines.
- Proven experience absorbing information quickly from a range of sources with strong attention to detail.
- Experience briefing third party agencies with clear goal setting, measurability, and review processes.
- Highly skilled at graphic design, including experience using Adobe or equivalent.
- Marketing Communications lead for BIM specific events, exhibitions and webinars as assigned.
- 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:

- 3<sup>rd</sup> level degree in Communications, Journalism or a related field is an advantage.
- Previous communications experience in a public sector environment.
- Fluency in the Irish language.
- A full driving licence and car owner.
- Experience of WordPress as a content management system (CMS).
- Knowledge of User Experience (UX) principles in developing digital communication strategies.

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

- Strong interpersonal, communication skills; diplomatic and collaborative approach with the ability to build and maintain relationships with stakeholders.
- Good personal organisational and priority-setting skills, with the ability to manage multiple projects/activities.
- Capable of working independently as well as being an effective team player, with initiative and creativity.
- Strong attention to detail.
- Demonstrates strong analysis and decision-making skills, solution orientated.
- Values the continuous improvement and learning, for the organisation, their team and self.
- Ability to collaborate with a range of stakeholder groups including business, scientific and technical areas.

#### Salary:

Remuneration is in accordance with the Public Sector, Department of Finance approved Salary Scale for HEOGrade, with a salary range of €53,995 - €67,951 (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 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:

Specific-purpose Contract (career break cover). 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, Crofton Road, Dun Laoghaire, Co. Dublin.

**The closing date for Applications is 5 p.m. 3<sup>rd</sup> July 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***

