Candidate Briefing Pack

Market Intelligence Executive (HEO)

Closing date for applications:
26th July 2024

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. It 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 four business units: **Corporate Services, Development and Innovation Services, Economic and Strategic Services, Seafood Technical Services,** and these are supported by the office of the CEO. BIM's Head Office is in Dún 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 Clonakilty, Galway and Killybegs. In addition, BIM's two National Fisheries colleges are located in Greencastle, Co. Donegal and Castletownbere, Co. Cork.

BIM's strategy aims to enhance the competitiveness of the Irish seafood sector focusing on the following 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.

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.

Our 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.

Our Values
Trust
Partnership
Teamwork
Inclusion
Integrity

Role Profile

Job Title:	Market Intelligence Executive (HEO)
Contract:	Contract of Indefinite Duration
Location:	May be based in BIM Head Office, Dún Laoghaire, Co. Dublin, or any of BIM's Regional Offices (Hybrid may also be applied for)
Reporting to:	Business Intelligence Manager
Business Unit:	Development & Innovation Services
Overview of Business Unit:	Development & Innovation Services (DIS) supports the sustainable growth of the seafood sector through practical business intelligence services, business development services and market led innovation. The DIS business unit consists of a diverse team of business advisors and innovation technical staff who are committed to supporting the growth of the Irish seafood sector in the home and export markets. The DIS team has responsibility for the development, implementation and measurement of BIM's business development services across the seafood sector. Business Development – BIM's client account managers provide business development advice and support to assist clients in planning and identifying new market opportunities, as well as advice on funding. This team is assisted by BIM's regional officers who provide frontline contact and coordinate access to a range of BIM services to clients. The team is developing a client engagement model for the seafood sector that is based on a partnership approach and is working to develop actionable market-led insight to inform and drive the seafood sector's expansion into new niches in the global market. BIM's Aquatech Programme - The aquatech sector refers to companies that are not directly involved in the primary production of aquaculture products but provide the auxiliary technology and services that support it both domestically and internationally. Aquaculture is the fastest growing protein sector globally and this has led to a dramatic increase in companies servicing the industry. The range of aquatech activities includes genetics, pharmaceutical industries, aquaculture infrastructure, information technology, financial services and many more.

Overview of Role

The Market Intelligence Executive reports into the Business Intelligence Manager and is a key member of BIM's Development & Innovation Team who will lead the implementation of the business development and innovation components of BIM's strategic plan.

BIM's Business intelligence unit plays a critical role in providing data-driven insights and strategic guidance to our seafood clients. By collecting, analysing, and interpreting data from various sources, the BI unit empowers decision-makers to make informed choices that drive business growth and success. A key function of a business intelligence unit is to gather data from internal and external sources. This data is then cleaned, organised and stored in a BI tool for easy access and analysis. These insights help identify patterns, opportunities and potential risks within the business environment.

The Business Intelligence unit creates reports, dashboards and visualizations that communicate complex data in a clear and understandable manner. These visualizations enable stakeholders at all levels of the sector to quickly grasp key metrics, track performance and make data-driven decisions. The BI unit plays a significant role in fostering a data-driven culture within the seafood sector. By promoting the importance of data-driven decision-making and providing training on BI tools and techniques, the unit helps employees across departments harness the power of data to drive innovation and achieve strategic objectives.

In the seafood industry, business intelligence plays a crucial role in enhancing operational efficiency, optimising supply chain management, and improving decision-making processes. By leveraging business intelligence tools and analytics, seafood companies can analyse market trends, consumer preferences and supply chain data to make informed decisions about pricing, production and distribution. This enables them to better forecast demand, reduce waste and maximize profitability.

Additionally, business intelligence helps seafood companies identify opportunities for product innovation and improve supply chains. Ultimately, in a highly competitive industry like seafood, business intelligence is essential for staying ahead of the curve, adapting to changing market conditions, and driving sustainable growth.

Key Responsibilities

- Collect and analyse market data to identify trends, opportunities and threats.
- Conduct market research to assess market needs and preferences.
- Manage market data sets to provide insights and recommendations for supporting business decisions.
- Monitor competitor activities and industry developments.
- Interpret trends, patterns and anomalies in data to support decision-making processes.
- Manage service provision of several third-party data sources.
- Stay updated on industry trends and best practices in market intelligence.
- Develop and maintain business intelligence reports, dashboards and data visualizations.
- Develop reports and presentations to communicate findings and recommendations.
- Collaborate with internal teams to develop strategies based on market insights.
- Collaborate with cross-functional teams to identify key performance indicators (KPIs) and metrics for measuring market insight performance.
- Implement data quality assurance processes to ensure accuracy and reliability of data.
- Communicate and network effectively with key stakeholders in industry, Government, partner-agencies, media and suppliers.
- Present findings and recommendations to stakeholders at all levels of the organisation and to industry and other stakeholders.
- Manage specific programme/s in relation to developing and implementing seafood campaigns supporting seafood sector that promote attributes of seafood.
- Work on other related projects within the DIS Management Team.

Service the requirements of DAFM and other stakeholders

- Provide reports and advice as required (including speaking notes as required).
- Assist in dealing with market intelligence and trends as required.
- Provide material for DAFM as required.
- Liaise with industry at all levels to ensure relevance of service delivery.

General

- Carry out, manage and/or deliver tasks or projects which may be set by the Manager from time to time.

Essential Experience and Qualifications

- Minimum of 5 years' experience in market data, ideally within seafood and/or the agriculture industry.
- Bachelor of Business qualification or equivalent professional qualification in a business, technical or industry related third level degree.
- A strong understanding of the seafood and agriculture sector.
- Experience working in public sector in the areas of markets, data or statistics.
- Experience of delivering services to industry and other clients and stakeholders.
- Experience delivering innovation-led services to clients.
- Experience of developing or implementing food-related campaigns.
- Full Clean Driver's licence and access to a vehicle.

Desirable Experience and Qualifications

- Experience of delivering business insights.
- Understanding in data visualization tools such as Power BI.
- Strong analytical and problem-solving skills.
- Strong communication and presentation skills.
- Ability to work both independently and in a team environment.

Contacts

Within BIM	• All staff in DIS Business Unit • Key staff across BIM
Outside BIM	• Bord Bia. • Third party service providers • Seafood processing sector • Department of Agriculture, Fisheries and Marine (DAFM) • Other state agencies including but not limited to Enterprise Ireland, Marine Institute. • EU institutions.
Training	• Training needs will be identified through our Performance Management System

Personal Attributes Required for the Position

- Provides clear information and advice as to what is required of the team.
- Strives to develop and implement new ways of working effectively to meet objectives.
- Leads the team by example, coaching and supporting individuals as required.
- Is flexible and willing to adapt, positively contributing to the implementation of change.
- Takes account of any broader issues, agendas, sensitivities and related implications when making decisions.
- Uses previous knowledge and experience in order to guide decisions.
- Uses judgement to make sound decisions with a well-reasoned rationale and stands by these.
- Takes responsibility and is accountable for the delivery of agreed objectives.
- Successfully manages a range of different projects and work activities at the same time.
- Structures and organises their own and others work effectively.
- Is logical and pragmatic in approach, delivering the best possible results with the resources available.
- Delegates work effectively, providing clear information and evidence as to what is required.
- Proactively identifies areas for improvement and develops practical suggestions for their implementation.
- Applies appropriate systems/ processes to enable quality checking of all activities and outputs.
- Practices and promotes a strong focus on delivering high quality customer service, for internal and external customers.
- Builds and maintains contact with colleagues and other stakeholders to assist in performing role.
- Projects conviction, gaining buy-in by outlining relevant information and selling the benefits.
- Presents information clearly, concisely and confidently when speaking and in writing.
- Strives to perform at a high level, investing significant energy to achieve agreed objectives.
- Demonstrates resilience in the face of challenging circumstances and high demands.
- Is personally trustworthy and can be relied upon.
- Ensures that customers are at the heart of all services provided.
- Upholds high standards of honesty, ethics and integrity.

Terms and Benefits

Salary

Remuneration is in accordance with the Public Sector, Department of Finance approved Salary Scale for Higher Executive Officer with a salary range €56,556 to €71,227 (as of 1st June 2024) 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 services.

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.

Employee Assistance Programme (EAP)

BIM provides an independent, confidential EAP service, delivered through an external expert provider, offering professional and impartial advice, information and counselling on a range of issues including legal, financial, and health matters. This service is free to employees and is also available to immediate family members.

Occupational Health Service

BIM works with an independent occupational health service provider, who provides support and advice for employees who have an illness or a medical condition affecting their ability to work.

Visual Display Unit

Employees can avail of up to €117 refund on an eye test.

Travel and Subsistence

Travel and subsistence expenses for work are paid to employees required to travel for work, in accordance with approved rates.

Taxsaver Commuter Scheme

Employees who travel to work using public transport can avail of an annual Taxsaver ticket which provides significant savings on travel costs.

Cycle to Work Scheme

Employees who cycle to work or use a bicycle on part of their journey can avail of the Cycle to Work Scheme.
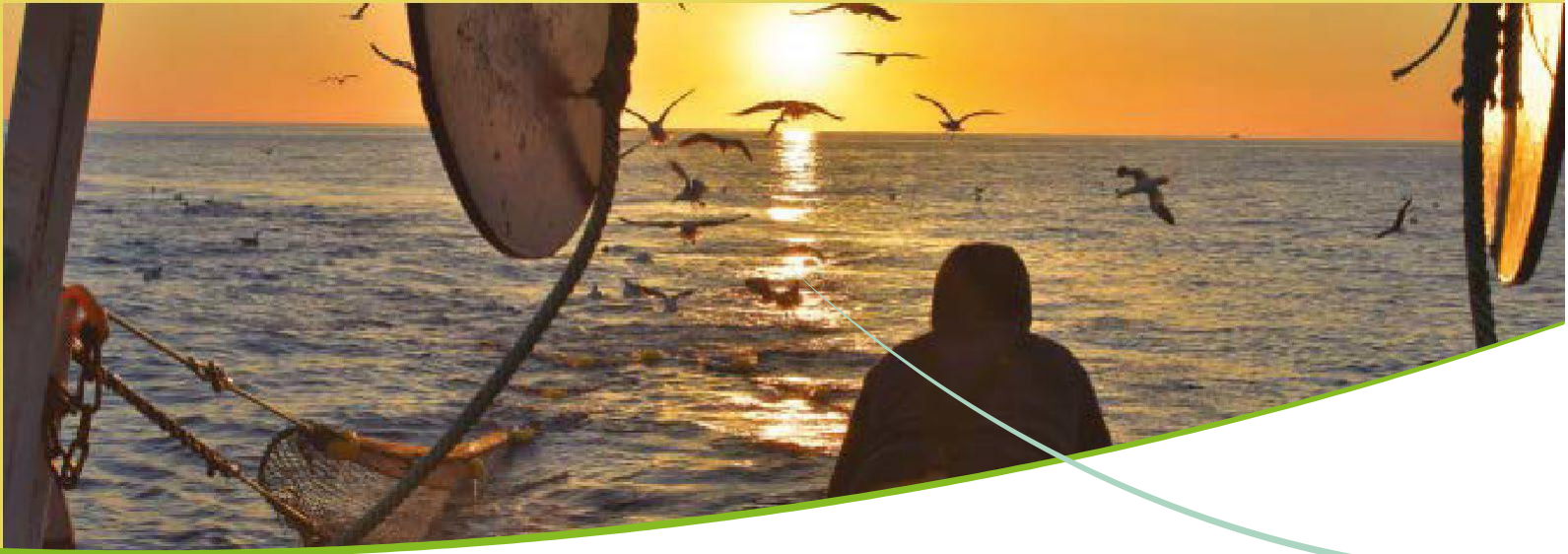
How to Apply

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

The closing date for applications:

26th July 2024

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.

This is an Higher Executive Officer Grade and BIM is aligned with the Public Appointment Service Competency Model PAS Competencies.

Use of Data

All personal data and information submitted for this application will be solely for the purpose of this campaign, after which it will be deleted in line with BIM's General Data Protection Regulation Policy and Data Retention Schedule.

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

Any queries in relation to this role should be emailed to jobs@bim.ie

BIM is an equal opportunities employer.