

Marine Institute Job Description

Position	Marketing & Communications Manager
Service Group	Irish Maritime Development Office (IMDO)
Grade	Administrator – Higher Executive Officer (HEO)
Location	Wilton Park House, Wilton Place, Dublin 2

Description of the Irish Maritime Development Office:

The IMDO was established by Statute in December 1999 and commenced operations in July 2000, operating as part of the Marine Institute. The IMDO is responsible for the development of the Irish shipping and shipping services industry under the aegis of the Department of Transport, Tourism and Sport. As part of its remit the office;

- promotes the Irish Maritime sector, including short sea services, ports and education.
- promotes opportunities for international shipping and shipping services companies to set up or expand operations in the Irish market.
- publishes regular market reports and bulletins on the Irish ports and shipping sector.
- advises the Minister and Department of Transport, Tourism and Sport, on policy related to the Maritime sector.

Description of the Marine Institute:

The Marine Institute is a non commercial semi-state body, which was formally established by statute (Marine Institute Act, 1991) in October 1992.

Under the Act, the Marine Institute was given the responsibility:

“to undertake, to co-ordinate, to promote and to assist in marine research and development and to provide such services related to marine research and development, that in the opinion of the Institute will promote economic development and create employment and protect the marine environment”.

The Marine Institute is the national agency responsible for marine research, technology, development and innovation (RTDI). The Marine Institute seeks to assess and realise the economic potential of Ireland’s 220 million acre marine resource; promote the sustainable development of marine industry through strategic funding programmes and scientific services; and safeguard the marine environment through research and environmental monitoring. The Institute works in conjunction with the Department of Agriculture, Food and Marine (DAFM) and a network of other Government Departments, semi-state agencies, national and international marine partners.

The vision of the Marine Institute is

“ a thriving maritime economy in harmony with the ecosystem and supported by the delivery of excellence in our services “

In order to achieve this vision, the MI have six service areas; (1) Ocean Science and Information Services, (2)

Marine Environment & Food Safety Services, (3) Fisheries Ecosystems Advisory Services, (4) Irish Maritime Development Office, (5) Policy, Innovation and Research Support Services and (6) Corporate Services.

The Marine Institute 3 Year Strategic Plan (2015 to 2018) is available on; http://www.marine.ie/Home/sites/default/files/MIFiles/Docs_Comms/MI%20Strategic%20Business%20Plan%20-%202015%20-%202018.pdf

Harnessing our Ocean Wealth (HOOW) is an Integrated Maritime Plan (IMP) for Ireland. HOOW sets out a roadmap for the Irish Government's vision, high level goals and integrated actions across policy, governance and business to enable our marine potential to be realised. (see <http://www.ouroceanwealth.ie/>)

Summary of the role:

The position is an exciting opportunity for an experienced marketing and communications professional to contribute to the growth and development of the overall Maritime industry in Ireland. The successful candidate will be responsible for the strategy, planning and implementation of the IMDO's marketing activity, for all communications in Ireland and abroad and for the creation and organisation of the IMDO's events programme, along with one member of support staff. The IMDO carries out events including training, seminars, industry briefings, trade missions and conferences in Ireland and Internationally. The IMDO's current communications channels include: social media, websites, e-zines, direct mail campaigns and printed collateral.

Principal tasks:

1. Prepare and manage an annual marketing plan, including tendering for external services such as advertising and design work and the review and update of the historic suite of IMDO marketing collateral.
2. Prepare and manage an annual communications plan, adapting communications to target audiences. Create tailored communications plans for individual IMDO and national industry activities. Oversee IMDO communications through current channels including reports, e-zines, press release, LinkedIn, twitter and websites.
3. Prepare and manage an annual programme of events to complement the IMDO annual business plan, including supporting the co-ordination and management of national events such as the Our Ocean Wealth Summit and the Digital Ocean Conference and Marine Trade Show Maintain up to date calendars of IMDO activities, national industry activities and relevant international industry activities.
4. Identify opportunities for collaboration with third parties, including sponsorship of third party events and management of existing third party sponsorships.
5. Secure and manage inward sponsorship relationships for national events and other initiatives
6. Identify PR opportunities and draft content such as articles and features to highlight Ireland's maritime opportunities in both national and international publications Prepare an annual spending forecast for promotion and communications and manage the IMDO marketing budget. This includes suitable assessment and evaluation of activities and monthly reporting on same.
7. Ownership of IMDO websites, including the management and maintenance of up to date and relevant content, promotion of existing services and scope to adapt and improve the existing principle and supplementary websites. Monitor website traffic and adapt services and content to improve relevance and drive traffic.
8. Manage, develop and grow the office's databases including; clients, potential clients, key stakeholders, national and international companies. With particular focus on developing the office's in-house CRM system. Maintain up to date records of engagement and monitor activity using IMDO performance metrics.
9. Establish and maintain relationships with key stakeholders including, but not limited to, government

departments, state agencies and the private sector. Work closely with these stakeholders and identify opportunities to extend the reach and relevance of the IMDO and our activities.

10. Support the work of the Business Development Manager in co-ordinating inward and outward trade missions, liaising with other government agencies and industry as required
11. Support the work of the recently established Marine Development Team in its marketing and communications initiatives as required
12. Line management responsibilities, which currently includes the management of one other member of staff with associated H.R. requirements and the supervision of graduates and interns recruited under our annual training programmes.
13. Any other duties required from time to time as appropriate to the position.

Reporting structure:

The successful applicant will report directly to the Business Development Manager.

Working environment and contacts:

Work will primarily be carried out in the IMDO's offices in Wilton Park House, Wilton Place, Dublin 2. From time to time the successful candidate may also be required to travel overseas and within Ireland. When absent from home and place of work on duty you will be paid appropriate travelling expenses and subsistence allowances.

Within the Marine Institute: Director of IMDO, staff of IMDO and Directors, Management and Staff of the Marine Institute.

External international and national: - Private Sector, State Agencies, Media, Representative Organisations, Design Agencies, External Suppliers and general public.

Education, professional or technical qualifications, knowledge, skills, experience and training

Essential:

- Relevant education qualifications and/or professional training in marketing, communications and events.
- A minimum of two years of work experience in a comparable marketing or communications role.
- Proven experience in developing and administering marketing initiatives and communications strategies.
- Effective communications skills, in particular a strong proficiency in written communication including the ability to copy edit and proof read.
- Relevant experience of managing a suite of communications channels such as Twitter, LinkedIn, e-zines, website and producing associated written content.
- Experience of co-ordinating and managing business related events, large and small scale
- Effective interpersonal and networking skills.
- A high level of computer literacy (Word, Outlook, PowerPoint), knowledge of web based technologies would also be useful.

Desirable:

- A minimum of a degree in marketing, communications or related field.
- Interest in Ireland's maritime sector.
- Experience of working with design packages, social media tools.
- Ability to be innovative, creative and propose new marketing initiatives.
- Experience of working with design companies.
- Experience of supervising or managing staff.

Special personal attributes required for the position:

- An ability to work in an organised manner, with good attention to detail and progress work independently.
- Innovative, dynamic and reliable.
- Strong leadership qualities.
- Self-sufficient, while being a good team player.
- An ability to remain calm under pressure, and respond quickly to changing demands and demonstrate strong skills in prioritisation and time management.
- Possess a diplomatic manner, with the ability to resolve issues with stakeholders before conflict arises.
- Solutions-oriented with good initiative and problem-solving ability.
- Ability to meet multiple, important deadlines.

Training:

Appropriate training will be provided as required to ensure the principal tasks can be carried out. Training needs will be identified through the Marine Institute Performance Management and Development System.

Salary:

Remuneration is in accordance with the Public Sector, Department of Finance approved Salary Scale for Administrator (HEO), with a starting salary of €47,081 per annum pro-rated with time worked. You will become a member of the Single Public Service Pension Scheme.

Annual leave:

The annual Leave entitlement for a full time Administrator (HEO) is 29 working days per annum pro-rated to reflect time worked. Annual leave is exclusive of public holidays All annual leave must be approved in advance of being taken by the Business Development Manager or their authorised representative and in line with Marine Institute leave policies.

Duration of contract:

The contract offered will be of indefinite duration following satisfactory performance and completion of a one-year probationary period.

How to apply:

A CV and letter of application, summarising experience and skill set applicable to the position should be emailed to recruitment@marine.ie or posted to Human Resources at the Marine Institute, Rinville, Oranmore, Galway. All correspondence for this post should quote reference **IMDO/MM/Aug 2017**

Closing date for applications: All applications should be received by the Marine Institute in advance of **12 noon on Friday 25th August 2017**. Please note that late applications will not be accepted.

The Marine Institute is an equal opportunities employer