

Marine Institute Job Description

Position	Communications Generalist
Grade & Contract	Clerical Assistant – Temporary Specified Purpose Contract – Maternity Leave cover for up to 6 months
Service Group	Corporate Services (CS), Communications Team
Location	Marine Institute HQ, Oranmore, Co. Galway (noting that we have currently introduced our blended working policy which may apply to this role)

Who will you Work With and What Will The Role Involve?

This important role supports our Diverse organisation in delivery of its essential work programmes. Providing candidates with the opportunity to work in an organisation which celebrates our people and the importance of diversity while continually, investing in our people as we work together to make a difference.

The communications team is responsible for the design and implementation of a communications strategy that helps deliver the Marine Institute’s Strategy and Performance Plans. Areas of output include: media relations; online communications; social media; photography and film; branding, design and print; advertising; public relations; outreach and events; library services; as well as supporting ocean literacy and education initiatives.

The temporary Communications Generalist will work within the Communications team providing comprehensive support and assistance in the daily operations of the busy Communications office.

We require a highly-organised lover of detail who has the ability to confidently communicate with staff at all levels of the organisation and ensure that projects being led or supported by the Communications team run smoothly and efficiently. A strong sense of ownership over tasks, including staying on top of progress, addressing potential issues, and regularly communicating with stakeholders is expected.

What Will You Be Doing Every Day?

Principal Tasks:

The successful candidate will be responsible for carrying out a range of duties relating to communications projects and programmes in support of the Marine Institute Strategic Plan and priority outputs including:

MEDIA RELATIONS:

- Support the coordination of media campaigns for the Marine Institute in consultation with senior management, directors, CEO, and relevant Government Departments.

- Write, edit and distribute regular news releases, articles, and editorial.
- Help produce visual materials as required including infographics, photographs and video.
- Support the communications managers in responding to media enquiries in a timely and accurate manner, help coordinate interviews for radio and television when required.
- Assist management with crisis / issues management as required, in line with Marine institute policies and practices.

ADVERTISING:

- With the Communications Manager, oversee the design and placement of annual advertising campaigns incorporating key messages in line with the Marine Institute's Strategic Plan.

ONLINE COMMUNICATIONS:

- Produce, edit and upload agreed and approved content to the Marine Institute website and intranet to ensure content is relevant and up to date.
- Support the delivery of social media campaigns for Facebook, Twitter and LinkedIn, Blogs and produce reports on social analytics.

DESIGN AND PRINT:

- Coordinate the Marine Institute printing services tendering and procurement.
- Coordinate design and printing of key communication publications and event materials as required, including publications, brochures, display stands and other promotional material in line with Marine Institute Branding Guidelines.
- Act as point of contact for the Marine Institute with key suppliers including printers, photographers, film producers, designers, media and PR services, advertising, translation services.

PHOTOGRAPHY AND FILM:

- When required, take photographs of Marine Institute workshops and events on and off-site.
- Coordinate photoshoots of key projects, facilities and events and maintain stock photographs for the Institute's photo library.
- Commission and coordinate video content to support Marine Institute campaigns and corporate communications, as agreed with Communications and Programme Managers.
- When required, support film and production companies with media and film opportunities promoting the marine.
- Oversee photography best practice guidelines and administer GDPR / photography consent forms relevant to communications.

CONTENT MARKETING:

- Assist with developing content marketing campaigns to elevate the voice, presence, and reach of Marine Institute messages to key audiences using a range of communication tools and channels.

EVENTS / OUTREACH:

- Provide event management and communications support for Marine Institute corporate, public and outreach events and workshops throughout the year, such as Galway & Mayo Science and Technology Festivals, and open days on the Research Vessel and /or at the Institute.

ADMINISTRATION / OTHER:

- Support the communications office with monthly reporting on the team's deliverables to the CEO, Board and parent department.
- Support the communications office with administration and budgets as required.
- Respond to phone and email enquiries - internal and external.
- Undertake other duties and responsibilities as required from time to time, appropriate to the role and grade.

What do You Need to Have Done to Apply for This role?
(Education, Professional or Technical Qualifications, Knowledge, Skills, Aptitudes,
Experience and Training)

Essential / Important:

- Relevant qualification in a communications related subject.
- At least one year of relevant work experience.
- Demonstrated strong project support, administration and event planning skills.
- Demonstrated experience in working on marketing and communications campaigns for large-scale events.
- Demonstrated exceptional writing, editing and presentation skills with the ability to communicate effectively both in writing and verbally at all levels, as well as assisting with the preparation of technical reports.
- Experience of updating websites and social media in a business context.
- Demonstrated a high level of experience in the use of IT skills to include Microsoft Word, Excel, and PowerPoint, and ability to harness new and existing IT platforms with ease.
- Demonstrated experience using a range of web and design tools including Photoshop, WordPress, Drupal, and digital tools such as Mail Chimp, Event Brite, Survey Monkey and Media and media monitoring platforms.
- Demonstrated experience in creating relevant social media content and analysing social media platforms including Twitter, LinkedIn, Facebook, Instagram, and in using digital tools such as Tweet Deck, Google Analytics.
- Demonstrates a strong focus on the target audience and the ability to write and independently take photographs and create content across all communication channels.
- Creative thinker and content creator that can simplify complex and scientific information into understandable and relatable information and stories of interest to target audience.
- Demonstrated experience liaising with and coordinating service providers and suppliers.
- Experience working within a team while being able to progress work independently when required.

- The ability to be highly organised and work to multiple deadlines identifying priorities and managing time effectively.

Ideally Nice to Have / Desirable:

- A relevant third level degree in media, communications, marketing, journalism, public relations or a related field.
- Communications work experience to include communications in a marine, scientific, technical or research environment, and in a public sector environment.
- Knowledge of video production and editing.
- Knowledge and experience in photography.
- Knowledge of GDPR requirements in relation to working in a business environment, media, photography and events.
- Knowledge / experience in public procurement.
- Knowledge of the work of the Marine Institute.
- A full driving licence.

What else do you need to know?

(Special personal attributes required for the role)

- An ability to work in a highly organised manner and progress work independently.
- Exceptional interpersonal skills and the ability to build effective professional relationships.
- Self-sufficient, while being a good team player.
- Ability to manage time efficiently, prioritise tasks and meet multiple, important deadlines
- Proven collaborative skills including team working.
- Ability to effectively communicate results of teamwork in written and audio-visual formats.
- Excellent attention to detail and the ability to analyse and summarise technical and scientific data to produce useful communications materials.
- Solutions-oriented with good initiative and problem-solving ability.
- Dynamic and reliable.
- Resilient with the ability to work well under pressure when faced with multiple deadlines.
- Ability to resolve issues constructively before conflict arises.

Description of Service Group: Corporate Services – The Wider Team

Corporate Services includes Finance; Human Resources; Facilities and Services; Communications and Library & Information Services as well as Corporate Governance, Procurement, Tendering & Contracts Management and responsibility and oversight for the General Data Protection Regulations. The Corporate Services team provides vital supports to each of the Marine Institute staff country wide, helping to maintain a consistent and high quality service in line with the strategic objectives and priorities of the Institute.

Who Will You Report to / Who will Manage and Support You?:

The successful candidate will report to the Communication Manager(s).

What we offer

We value our staff, and we value their contribution to the work of the Marine Institute. In return for this, we provide benefits that promote a healthy work-life balance and which we hope will help them to develop professionally. These include personal and career development, work/life balance policies, an employee assistance programme, “Bike to Work” Scheme, staff medicals and annual flu vaccination.

Contacts:

Within the Marine Institute:

Communications Manager(s) & Communications team colleagues, CEO, Directors, Section Managers and Staff of all Service Groups.

External:

Suppliers, Government Departments, State Agencies and other relevant business / organisations.

Salary:

Remuneration is in accordance with the Public Sector, Clerical Assistant approved Salary Scale for Clerical Assistant which runs from €27,132-€44,115 on a full time basis per annum pro-rated with time worked. You will become a member of the Single Public Service Pension Scheme unless you are currently or have worked in the Public Sector in the past 6 months or are a member of another Public Sector Scheme.

Annual Leave:

Annual leave entitlement for a Clerical Assistant is 22 days per annum. Annual leave entitlements are exclusive of Public Holidays and are managed using the Time & Leave Management System in Place in the organisation. All leave must be approved by your manager or their authorised representative; in advance of being taken and in line with Marine Institute leave policies.

Duration of Contract:

This temporary specified purpose contract of employment, providing maternity leave cover for up to 6 months. You will be on probation for the duration of this contract.

Who is 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.

Our vision - *The Marine Institute, as a global leader in ocean knowledge, empowering Ireland and its people to safeguard and harness ocean wealth.*

Our Mission - *The Marine Institute, provides government, public agencies and the maritime industry with a range of scientific, advisory and economic development services that inform policy-making, regulation and the sustainable management and growth of Ireland's marine resources. The Institute undertakes, coordinates and promotes marine research and development, which is essential to achieving a sustainable ocean economy, protecting ecosystems and inspiring a shared understanding of the ocean.*

In order to achieve this vision, the MI have six service areas; (1) Ocean, Climate and Information Services, (2) Marine Environment & Food Safety Services, (3) Fisheries Ecosystems Advisory Services, (4) Irish Maritime Development Office, (5) *Policy, Innovation and Research Services* and (6) Corporate Services.

The Marine Institute 5 Year Strategic Plan (2018 to 2022) is available [here](#)

How to Apply:

A C.V. 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 **CS/CO/Comms/Mar23**

Closing date for Applications:

All applications for this post should be received by the Marine Institute in advance of **12 noon on the 10th of May 2023**. Unfortunately, late applications cannot be accepted.

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.

The Marine Institute is an organisation that champions Diversity, Inclusion & Equality for all. We encourage and welcome applications from anyone interested in this role.

Please do advise if there are any special accommodations required for the recruitment process.

We are here to help you access opportunities with us.