

Marine Institute Job Description

Position	Marketing Stagiaire
Contract	Paid fixed term, fixed purpose training period for a maximum period of 50 weeks
Service Group	Irish Maritime Development Office (IMDO)
Location	80 Harcourt St, Dublin 2 initially and moving to another Dublin 2 location in August 2015

Brief 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.

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. (www.ouroceanwealth.ie).

Description of appropriate Service Group:

The Irish Maritime Development Office is the government agency 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.
- It promotes the opportunities for international shipping and shipping services companies to set up or expand operations in the Irish market
- It publishes regular market reports and bulletins on the Irish ports and shipping sector.
- It advises the Minister and Department of Transport, Tourism and Sport, on policy related to the Maritime sector.

Summary of the Role:

The position is an exciting opportunity for a recent graduate to gain hands on experience in the field of marketing and communications.

The successful candidate will be afforded the prospect to gain experience working in a dynamic industry on both a national and international level with significant growth potential.

The successful individual will be responsible for project support to various managers and staff of the Irish Maritime Development Office, principally working on the national and international marketing and communications agenda. This will include assisting with the delivery of the IMDO's national and international events programme and working on the IMDO's various communications channels including: social media, websites, e-newsletters, direct mail campaigns and marketing collateral. The IMDO uses above and below the line marketing. This position is an excellent opportunity for a recent graduate or post-graduate in Marketing or Communications hoping to gain experience in both the B2B and B2C marketing sectors.

Principal Tasks:

1. Assisting in the co-ordination of production and review of IMDO publications.
2. Assisting with the production of IMDO suite of collateral and various project related promotions.
3. Assisting with the organisational and operational aspects of the IMDO national and international events.
4. Regular updates and review the IMDO's online presence, currently included three separate websites and social media channels.
5. Assisting with the distribution of IMDO press releases and media outreach.
6. Collating and drafting content for the IMDO's regular e-communication outreach.
7. Assist with the population, operation and maintenance of the IMDO CRM system
8. Supporting the Marketing Coordinator on analysis & reporting on campaign/event performance.
9. Any other duties required from time to time, appropriate to the position and the project area.

Reporting Structure:

The successful applicant will report to the Marketing & Business Programme Coordinator of the Irish Maritime Development Office.

Working environment and Contacts:

Work will primarily be carried out in the Marine Institute's facility in 80 Harcourt Street, Dublin 2, moving to another central Dublin location in August. 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 Institute.

External: Private Sector, State Agencies, Representative Organisations, External Suppliers, and enquiries from the general public.

Education, Professional or Technical Qualifications, Knowledge, Skills, Aptitudes, Experience, and Training

Essential:

- A recent graduate (within the past 2 years) with a bachelors and /or masters degree in marketing or communications.
- Strong administration and organisational skills.
- Strong attention to detail.
- The ability to be well organised and work to tight deadlines and managing one's own time effectively.
- Strong communications and literacy skills.
- Proficient in Microsoft Office (MS Office, Outlook, PowerPoint).
- The ability to communicate effectively both in writing and verbally at all levels.
- The ability to work unsupervised and to work well with others.

Desirable:

- An interest in Ireland's maritime sector and the international maritime industry.
- Experience of working in a business to business marketing environment.
- Digital media experience and knowledge.
- Understanding of basic principles of SEO and SEM.
- Basic copy editing experience.
- Experience with social media management tools (HootSuite, TweetDeck)
- Understanding of website technologies.
- Proficient in Adobe Photoshop and experience of working with design software, photo editing and image manipulation.
- Creativity and flexibility.
- Ability to be innovative, creative and work on new marketing initiatives.
- Some photographic experience would be desirable.

Special personal attributes required for the position:

- Dynamic and reliable.
- Able to work independently on projects, whilst being a good team player
- Good interpersonal skills.
- A pro-active approach to one's own work and that of the team.

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. Additional courses are also available to help the candidate continuously develop and improve their skill-set.

Salary:

Remuneration is in accordance with the Marine Institute Graduate Training Programme with a stipend of €21,850 per annum; pro-rated with time worked. While this temporary training position does not include membership of the Marine Institute Pensions schemes.

Annual Leave:

Annual leave entitlement for a Stagiaire is 22 working days per annum pro-rated to reflect time worked. The entitlement for the duration of this 50 week Stagiaire opportunity will be 21 days. Annual leave entitlements are exclusive of Public Holidays.

Duration of Contract:

The fixed term, fixed purpose Graduate Training contract will run for a maximum of 50 weeks. The successful candidate will be on probation for the first 6 months of this training contract

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/STA/June 2015**.

Closing date for Applications:

All applications for this post should be received by the Marine Institute in advance **of 16:00 on Friday the 29th of May 2015**.

Selected applicants must make themselves available for interview on the week of the 8th of June 2015

Please note that late applications will not be accepted

The Marine Institute is an equal opportunities employer