

Job Vacancy: Marketing Communications Specialist

Background

Skillnet Ireland is a business support agency of the Government of Ireland, with the objective to help businesses grow, compete and succeed in rapidly changing markets through enterprise-driven people development. We work in partnership with more than 50 industry bodies and enterprise clusters of all sizes and sectors, supporting over 18,000 businesses and 70,000 trainees annually. Since 1999, Skillnet Ireland has had a positive impact on Ireland's competitiveness and economic growth, by developing the capacity of Irish business and the workforce. This approach has received international recognition as a model of best practice from the EU, the OECD, the ILO, amongst others. Our ambition is to help more Irish businesses to have a highly skilled and agile workforce.

Skillnet Ireland is funded from the National Training Fund through the Department of Further and Higher Education, Research, Innovation and Science.

Marketing Communications Specialist Role

Skillnet Ireland is seeking a Marketing Communications Specialist to work as a key member of its Corporate Communications and Marketing team. We are looking for an experienced individual with a proven track record of planning and executing marketing and communications campaigns. Working closely with the Communications and Marketing Manager, the role holder will assist in the effective communications of key Skillnet Ireland projects in support of the implementation of Skillnet Ireland's Strategy.

The successful candidate will be experienced in the delivery of successful marketing and communications campaigns, managing multiple projects to tight deadlines, and possess excellent writing skills and an acute attention to detail. It is essential that the successful candidate is highly motivated with strong interpersonal skills and a proven ability to build and maintain positive relationships with key stakeholders.

The Corporate Communications and Marketing unit has an agile fast paced working environment. This role offers the successful candidate an exciting career opportunity within Skillnet Ireland.

Key Responsibilities

- Develop, design, and implement comprehensive integrated communication programmes in support of Skillnet Ireland's strategy and communications objectives, to internal and external

audiences such as the media, internal stakeholders, government departments and agencies, the broader business community and the general workforce.

- Create, source and update content in support of Skillnet Ireland's communications plans and strategies, at a corporate and programmatic level for use across a variety of channels including digital, PR and traditional.
- Develop best in class marketing collateral and communications, working with the internal team and external suppliers to deliver creative marketing materials that raise brand awareness.
- Ensure brand compliance across all projects maintaining the brand integrity of the Skillnet Ireland portfolio of brands across all marketing initiatives and communications.
- Develop messaging and creative content for presentations, proposals, newsletters, promotional materials, and advertisements.
- Draft and manage compliance of marketing and communication policies, guidelines, and procedures in relation to Skillnet Ireland and Skillnet Learning Networks.
- Optimise and roll-out user-friendly toolkits for Skillnet Learning Networks to manage their respective marketing campaigns (including best practice guides, training materials etc).
- Support the implementation of Skillnet Ireland's media partnerships and corporate sponsorship programmes and identify new opportunities to maximize existing sponsorships.
- Event management; including identifying opportunities, producing supportive content for professional events using relevant technologies, briefings for external stakeholders, speech writing and event evaluations.
- Input to and execute public relations and public affairs projects, to support the delivery of the overall communications strategy.
- Measure and report on the performance of communication programmes and marketing activities and provide ongoing optimisations to improve performance.
- Monitor communications and marketing project expenses as requested and manage delivery of projects on time and within budget.
- Support the Marketing & Communications team with other cross functional duties as required.

Requirements

- 3rd level qualification in marketing, communications, PR or related discipline.
- 5 years+ in a marketing or communications function, dealing directly with brand management and brand marketing.
- Extensive digital marketing skills including SEO, AdWords, PPC, email and social media marketing as well as ability to set up digital analytic tools and reporting.
- Excellent inter-personnel and communication skills (both verbal and written) with the capacity to write succinctly and accurately.
- Strong copywriting skills and experience of delivering compelling content across various formats (e.g. blogs, newsletters).
- Team player with an ability to collaborate effectively and gain the commitment of a broad stakeholder group.
- Demonstrate a high degree of originality and creativity and proven track record of formulating and delivering effective marketing and communications programmes.
- Project management and effective organisational skills with the ability to work to deadlines.
- A “can do” attitude and consistently energetic approach to work, taking personal responsibility for the delivery of objectives and overcoming challenges. Experience of working with high performing individuals and teams.

Application Details

Please forward your Curriculum Vitae with a covering letter outlining what strengths you would bring to the role. Applications should be emailed to hr@skillnetireland.ie

The closing date for receipt of completed applications is 5pm, Wednesday 16th September 2020. A competitive package will be offered to the successful candidate.

This is a permanent position, subject to a standard probationary period, based in Sandyford, Dublin. Further information on Skillnet Ireland is available at www.skillnetireland.ie

Skillnet Ireland is an equal opportunities employer.