

Title:	Executive
Grade:	Level D (Maternity Cover - Contract)
Department:	Marketing & Communications
Division:	CEO Office
Reporting To:	Marketing Manager
Location:	East Point, Dublin
Ref:	EI.024.25E
Salary:	€51,511

Applicants must have the employment eligibility to work in Ireland and to be available to work in the Enterprise Ireland location specified for the role.

Role Purpose

The Marketing & Communications department's primary role is to promote Enterprise Ireland's strategic agenda, both internally and externally.

The Marketing and Communications Executive will assist in developing and delivering a wide range of marketing communications campaigns.

Working collaboratively with the wider marketing and communications team, the successful candidate will execute a range of Enterprise Ireland's promotional activities to elevate awareness of Irish enterprise in Ireland and overseas.

The successful candidate will partner with our clients, sectors, divisions and overseas teams to drive our marketing communications campaigns across traditional advertising, digital and online advertising digital activation around events, sponsorship, brand promotion and sectoral initiatives.

Key Deliverables

The successful candidate will possess strong marketing acumen and advocate across Enterprise Ireland and our client base in support of brand, delivering on our strategic ambitions across key industries and international decision-makers.

- Development of brand messaging, content, collateral, digital and high-impact campaigns to support our engagement with key audiences and communities, internally and externally
- Develop and execute a range of tactical marketing campaigns in line with key components of Enterprise Ireland's strategy
- Report on the impact and effectiveness of campaigns and optimise for future campaigns
- Support Enterprise Ireland's brand and reputation building programme on behalf of Irish Enterprise
- Develop collateral and content as required across sectors and divisions in line with brand guidelines
- Ensure all marketing activity is carried out on budget and in line with key marketing, design, advertising, and publication frameworks across the Agency, in accordance with SLA's
- Work closely with a range of 3rd party agencies in delivering quality, error free communications
- Design and implement tactical marketing communications plans for business units and teams across the organisation.
- Support delivery of Enterprise Ireland's annual events and sponsorship program plan

Functional Competencies (Key Skills & Knowledge)

- In-house and/or marketing agency experience working on the development and implementation of brand-building, marketing, communications, digital and content campaigns, is essential
- Experience with media agencies in planning and developing media plans against stated objectives, is essential

- Proven experience of designing and developing strategic and tactical marketing communications campaigns, is essential
- Proven budgetary management skills and experience including achieving value for money
- Demonstrable experience of initiating and developing integrated marketing projects/campaigns from concept to delivery such as national, regional and international advertising campaigns, brand activation, sponsorship and digital campaigns
- Strong project management skills and experience and ability to manage multiple projects simultaneously
- A third-level or relevant post-graduate qualification in a Marketing or Business discipline is desirable.

Enterprise Ireland Behavioral Competencies

Results Focused

The ability to be outcome and results focused with regard to business priorities and organisational goals, monitoring progress and adjusting approach ensuring delivery against the appropriate timescales.

Innovation and Risk-Taking

Actively encourages new ideas, experimentation and measured risk-taking, while always being on the lookout for opportunities to continuously improve business processes and efficiencies within Enterprise Ireland and client organisations.

Problem Solving and Decision-Making

The ability to be decisive and take tough decisions about clients, people and costs to deliver sustainable results, using the analysis of information and situations to make logical and sound decisions.

Client Focused

The ability to provide an excellent client service focusing on client needs and building and maintaining effective personal and business relationships to advance clients' objectives and EI strategy.

Communicating with Impact to Influence Others

Communicates in a manner that will persuade, convince, and influence their own staff and others, both internally and externally, in order to motivate, inspire or encourage them to follow a particular course of action.

Teamworking

Co-operates with colleagues, shares information and respects the opinions and values of staff members. Understands the skills, experience and knowledge of staff members and maximises how these can be utilised to the benefit of the department, the organisation and the client.

Embracing & Leading Change

Understands the business agenda of Enterprise Ireland and embraces changes for area of responsibility and for external and internal clients.

Acting / Leading with Integrity

Communicates the EI purpose, values and approach, acting genuinely and with integrity, in a manner that builds trust and engages and motivates others.

Networking

Establishes and maintains mutually beneficial relationships with colleagues and other networks for the purpose of sharing information.

Developing Yourself & Others

Creates an environment that enables you and others to excel in terms of job performance.

Salary Scale

€51,511 to €73,985 per annum contributory superannuation

Rising to €75,763 by long service increments

€49,209 to €70,394 per annum non-contributory superannuation

Rising to €72,083 by long service increments

Application and Selection Process:

The selection process may include short-listing of candidates. The selection criteria will be based on the requirements of the position. It is therefore important that you provide a detailed and accurate account of where you believe your skills and experience meet the requirements for the position. This should be contained in a short document (maximum 2 pages) accompanying your CV.

Applicants should note that, for shortlisting purposes in particular, clear evidence of the functional competency requirements listed as essential in this specification must be demonstrated as part of your supporting document accompanying your CV.

To apply for the position, send a detailed CV and supporting document quoting reference number **EI.024.25E** to hrconnect@enterprise-ireland.com to be received **on or before Friday 4th April 2025 at 12 noon.**

Candidates should please note that it is anticipated that interviews will be held within two weeks of the closing date.

N.B. All correspondence will be acknowledged in writing by the HR Department within 3 working days. Applicants who do not receive an acknowledgement within 3 working days should contact hrconnect@enterprise-ireland.com.

ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON FRIDAY 14th MARCH 2025

Enterprise Ireland is an equal opportunity employer

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