

Role: Marketing Specialist
Area: Corporate Affairs
Location: Dublin
Duration: Permanent
Salary: Competitive
Ref: 061CE19



Irish Water is Ireland's national regulated water utility and is responsible for providing water and wastewater services throughout Ireland. Our mission is to ensure all of our customers receive a clean, safe and reliable supply of drinking water and have their wastewater collected and safely returned to the environment. We will protect the health and well-being of the people of Ireland, protect the environment in all our activities and support Ireland's social and economic growth through appropriate investment in water services.

Irish Water is part of Ervia group. Ervia is a commercial semi-state company responsible for Irish Water, Gas Networks Ireland and Aurora Telecom. Ervia directly employs over 1,600 people who deliver water, gas and dark fiber broadband services to 1.7 million customers daily.

The Role:

Reporting to the Brand & Communications Manager, the successful candidate will be responsible for supporting the marketing function and developing communications materials that contribute to an overall excellent customer experience and meet agreed company objectives.

Main Duties and Responsibilities:

- Assist with the development of national marketing campaigns above and below the line; coordinate statutory advertising.
- Develop communications materials for customers. This would include (but is not limited to) the following;
 - Support infrastructure project roll-outs
 - Company initiatives requiring customer engagement e.g. First Fix, Conservation, Connections
 - Conservation advice and supply updates direct mail e.g. Boil Water Notices
 - Customer Charter, Terms and Conditions and Codes of Practice
 - Other printed materials to customers as required
- Develop display and collateral for key company events internal or external.
- Brief and work with marketing and media agencies.
- Support the Irish Water brand development, templates and guidelines. Ensure online content is consistent with print items and all content is agreed with the customer contact teams.
- Ensure print and online content complies with the Official Languages Act and relevant regulations set out by the Commission for Regulation of Utilities (CRU).
- Manage the order, dispatch and stock control of branded merchandise.

- Liaise with printers to coordinate print and deliveries as required.
- Assist with administration relating to contract management; procurement processes; purchase requisitions and invoices for marketing suppliers.

Knowledge, Skills and Experience:

- Business/Marketing Degree or equivalent third-level qualification.
- 3-5 years experience in marketing roles, ideally with a company in a related sector e.g. utilities, telecommunications or service industry.
- Experience managing relationships with marketing agencies.
- Strategic and implementation planning skills and experience.
- Ability to lead and contribute to cross functional teams with internal and external resources.
- A proactive individual who can work on their own initiative to high standards delivering desired results.
- Excellent verbal and written communication skills especially in proposal writing, collateral and presentations.
- Proficiency in the Irish language would be an advantage.
- Relevant experience in the water industry would be an advantage.
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Applications, including current Curriculum Vitae, should be emailed to the following address stating the job title and reference number in the subject line of your email:
careers@water.ie.

The closing date for receipt of applications for this vacancy is **26th April 2019**
Please note that applications submitted after this closing date will not be accepted.

Irish Water is an equal opportunities employer.