



**Programme Executive – Digital Marketing and Social Media
Candidate Information Booklet (SEA1417)**

March 2017

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Mazars have been retained by SEAI to assist with the appointment of the Programme Executive – Digital Marketing and Social Media. Mazars, on behalf of SEAI, are inviting applications from suitably qualified candidates both nationally and internationally, and will be undertaking a comprehensive recruitment process as part of this recruitment campaign.

Full details of the role and how to apply are set out in this booklet.

THE POSITION

Title of Position: Programme Executive – Digital Marketing and Social Media (**REF: SEA1417**)

Office: SEAI Head Office, Wilton Park House, Wilton Place, Dublin 2, D02 T228, Ireland

Location: Dublin

Organisation Website: <http://www.seai.ie/>

The Sustainable Energy Authority of Ireland was established as Ireland's national energy authority under the Sustainable Energy Act 2002. SEAI's mission is to play a leading role in transforming Ireland into a society based on sustainable energy structures, technologies and practices. To fulfil this mission SEAI aims to provide well-timed and informed advice to Government, and deliver a range of programmes efficiently and effectively, while engaging and motivating a wide range of stakeholders and showing continuing flexibility and innovation in all activities. SEAI's actions will help advance Ireland to the vanguard of the global green technology movement, so that Ireland is recognised as a pioneer in the move to decarbonised energy systems.

What do we do?

The SEAI's mission is to play a leading role in transforming Ireland into a society based on sustainable energy structures, technologies and practices.

The Sustainable Energy Authority of Ireland manages programmes aimed at:

- Supporting Government decision-making through advocacy, analysis and evidence
- Driving demand reduction and providing advice to all users of energy
- Driving the decarbonisation of energy supply
- Raising standards in sustainable energy products and services
- Building markets based on quality, confidence and proven performance
- Fostering innovation and entrepreneurship
- Improving the coherence of Irish energy research and development

Marketing Communications

The marketing communications team plan and implement strategic and imaginative communications activities which effectively contribute to the achievement of the Authority's business objectives. This includes the areas of corporate communications, programme communications, consumer awareness and schools. If you are a creative digital marketing professional with a passion for building strong lasting relationships online, this role is a brilliant opportunity for you. You will be responsible for delivering a variety of innovative marketing campaigns across a range of different audiences, building online communities and creating tailored content for each customer touchpoint.

THE ROLE

Job Function

Provide operational support to Digital Marketing Manager for programme development and delivery including;

- Working as a member of the communications team to plan, coordinate and execute digital marketing activities including social media presence, the eCRM function, paid content marketing and management of seai.ie website content and related promotional activity.
- Act as a 'centre of excellence' for e-marketing and as market 'internet champion' share best practice with colleagues and other stakeholders.

- Supporting the effective management of the digital marketing and social media programme's operational and financial performance.
- Partnering with a range of internal and external stakeholders driving effective programme delivery.

Key Responsibilities

- Work with the Digital Marketing Manager, support and execute digital marketing plans and campaigns, supporting the digital communications strategy, and organisational business plans and communications strategy.
- Develop and maintain strong business relationships with a range of stakeholders, including service providers, to drive, reach and impact for the programme. This will include significant face to face contact with key programme stakeholders and clients.
- Day to day management of all seai.ie content and SEO.
- Ownership and management of social media platforms, ensuring delivery of strategic priorities for each platform.
- Develop, implement and report on KPI's using Google analytics.
- Plan, develop and coordinate, with colleagues an overarching content calendar and produce content for all platforms and campaigns as required.
- Support the growth of the E-Newsletter engagements and email marketing campaigns by managing and maintaining the customer database.
- Undertake A/B tests and optimise digital content accordingly.
- Data capture optimisation and retention including data acquisition campaigns and data-mining to optimise databases.
- Plan, execute, optimise and evaluate paid content marketing program, working in collaboration with marketing communications team colleagues.
- Manage the relationship with the SEAI customer contact centre, ensuring delivery on campaign responses, forecasting and briefing as required.
- Monitor and report on digital activities, including social media analytics; track results to identify performance against agreed targets and collect information, learnings and insights relating to response levels.
- Brief and manage external digital marketing resources.
- Assist with budget management and monitoring in line with company policy and procedures.
- Ensure that the use of new and emerging technologies is integrated fully into core activities and integrate best practice approach to deliver the digital strategy.
- Any other duties as assigned from time to time.

Key Knowledge and Skills

The role of the Programme Executive –Digital Marketing and Social Media includes but is not limited to the following:

- Familiarity and skill with the tools of the trade in marketing including PR, written communication, website development, market research, Microsoft software suite of products, visual communication software products, and creative services.
- Digital marketing experience including social media and online campaign management.
- Experience of using email marketing systems including database management.
- Excellent command of content writing for web, SEO, and experience of optimising copy and landing pages.
- Experience of using content management systems.
- Evidence of natural affinity for social media and digital marketing.
- Strong proactive approach to achieving results, including managing scope, time, cost and quality.
- Strong project management and organisation skills and knowledge of business process management.
- Flexible approach to problem solving and decision making to ensure the best solution is achieved focusing on the need for greater efficiency and effective delivery.

- Ability for creative thinking in respect of new online initiatives.
- Excellent communication (written and oral), interpersonal, negotiation and influencing skills.
- A capacity to foster a positive working relationship with colleagues and external stakeholders; to work in multi-disciplinary teams and to network effectively.
- Flexibility and adaptability.
- Ability to think strategically.
- Ability to work on own initiative and to deadlines.

EXPERIENCE AND PERSONAL QUALITIES REQUIRED

Essential Requirements

The successful candidate must be able to demonstrate:

- Degree/Post graduate qualification in business, e-marketing or other relevant discipline.
- Minimum of 5 years' experience in a comparable digital marketing role.
- Expert knowledge and experience of web, CMS, and social media platforms in particular LinkedIn, Twitter and Facebook.
- Experience of developing, managing and reporting on paid media channels including social, and display.
- Experience using email marketing software.
- Experience in managing databases.
- Ability to curate and create high quality content.
- Advanced user of analytics tools including Google, and the ability to translate data into usable insights.
- Successful track record in supporting the delivery of programmes or projects, analyses or other equivalent achievements in a relevant environment.

Desirable Requirements

The successful candidate should also be able to demonstrate:

- Ability to design creative material using Adobe software in particular Indesign / Photoshop.
- A Google accreditation would be beneficial.
- Experience of building communities on different social media platforms.
- Understanding of project management methodologies advantageous.

Reporting and Working Relationships

The Programme Executive – Digital Marketing and Social Media reports to the Programme Manager – Digital Marketing & Social Media.

CONDITIONS OF SERVICE

CONTRACT ARRANGEMENTS

This position will be offered on a 5 year fixed term contract basis.

SALARY

The salary for this post is the standard Level D scale; €40,472, €43,111, €44,969, €46,923, €48,877, €50,831, €52,785, €54,739, €56,693. €58,647, €58,785. - €60,222 (after 3 years' service in the grade) in accordance with National Pay Agreements.

STARTING SALARY AND PAYMENT ARRANGEMENTS

Candidates should note that salary will not be subject to negotiation and the rate of remuneration may be adjusted from time to time in line with Government pay policy. New entrants to the public sector will start on point 1 subject to Haddington Road Agreement and subsequent Government Agreements.

Payment will be made monthly by Electronic Fund Transfer (EFT) into a bank account of the staff members choice. Payment cannot be made until a bank account number and bank sort code has been supplied to SEAI. Statutory deductions from salary will be made as appropriate.

A staff member appointed to the post of Programme Executive – Digital Marketing and Social Media will agree that any overpayment of salary or of travel and subsistence may be deducted from future salary payments due in accordance with the Payment of Wages Act 1991. In accordance with that Act, SEAI will advise the staff member in writing of the amount and details of such overpayment and give at least one week's notice of the deduction to take place and will deduct the overpayment, at an amount that is fair and reasonable having regard to all the circumstances, within six months of such notice in accordance with the Act.

You will be required to pay to SEAI any fees or other monies (other than salary) payable to or received by you by virtue of your post or in respect of services, which you are required by or under any enactment to perform.

LOCATION

The place of work for the Programme Executive – Digital Marketing and Social Media will be based in Wilton Park House, Wilton Place, Dublin 2, D02 T228. SEAI reserves the right, at its discretion, to change working location within reason.

PROBATION

On appointment, the appointee will serve a 10 month probationary period in the post of Programme Executive – Digital Marketing and Social Media. Prior to the end of this probationary period a decision will be made on substantive appointment to the grade or an extension of the probationary period by an additional month. No probation period will be longer than 11 months.

WORKING WEEK

Working hours will be in accordance with the standard arrangements for SEAI and will equate to no less than 37 hours (net of rest breaks) per week. Additional hours may from time to time be reasonably required to meet the requirements of the position. No additional payment will be made for

extra attendance as the rate of remuneration payable covers any exceptional extra attendance liability that may arise from time to time.

ANNUAL LEAVE

The annual leave allowance for this post will be 29 working days per annum, rising to 30 days after 5 years' service in this grade. This leave is on the basis of a five day week and is exclusive of the usual public holidays. Annual Leave per annum is to be taken at a time or times convenient to SEAI.

THE ORGANISATION OF WORKING TIME ACT 1997

The terms of the Organisation of Working Time Act, 1997 will apply, where appropriate, to this appointment.

SICK LEAVE

Payment for absences through illness will apply, during properly certified sick absence, provided there is no evidence of permanent disability for service in accordance with the provisions of SEAI's sick leave scheme. These sick leave arrangements are subject to any changes arising in the terms and conditions of sick leave in respect of the public service generally.

Staff members paying the Class A rate of PRSI will be required to sign a mandate authorising the Department of Social Protection to pay any benefits due under the Social Welfare Acts direct to SEAI. Payment of salary during illness will be subject to the staff member making the necessary claims for social insurance benefit to the Department of Social Protection within the required time limits.

SUPERANNUATION AND RETIREMENT

The appointee will be offered the appropriate superannuation terms and conditions as prevailing in the Public Service at the time of being offered an appointment. In general, an appointee who has never worked in the Public Service will be offered appointment based on membership of the Single Public Service Pension Scheme ("Single Scheme"). Full details of the Scheme are at <http://www.per.gov.ie/pensions>

The key provisions attaching to membership of the Single Scheme are as follows:

Pensionable Age

The minimum age at which pension is payable is 66 (rising to 67 & 68 in line with State Pension age changes).

Retirement Age

Scheme members must retire at the age of 70.

Pension Abatement

If the appointee has previously been employed in the Civil or Public Service and is in receipt of a pension from the Civil or Public Service or where a Civil/Public Service pension comes into payment during his/her re-employment that pension will be subject to abatement in accordance with the Public Service Pensions (Single Scheme and Other Provisions) Act 2012.

If the appointee was previously employed in the Civil Service and awarded a pension under voluntary early retirement arrangements (other than the Incentivised Scheme of Early Retirement (ISER), Department of Health Circular 7/2010 VER/VRS or the Department of Environment, Community & Local Government Circular Letter LG (P) 06/2013 which, as indicated above, renders a person

ineligible for the competition) the entitlement to that pension will cease with effect from the date of reappointment. Special arrangements will, however be made for the reckoning of previous service given by the appointee for the purpose of any future superannuation award for which the appointee may be eligible.

Ill-Health Retirement

For an individual who has retired from a Civil/Public Service body on the grounds of ill-health his/her pension from that employment may be subject to review in accordance with the rules of ill-health retirement within the pension scheme of that employment.

Pension treatment of existing public servants

While the default pension terms, as set out in the preceding paragraphs, consist of Single Scheme membership, this may not apply to certain appointees. Full details of the conditions governing whether or not a public servant is a Single Scheme member are given in the Public Service Pensions (Single Scheme and other Provisions) Act 2012. However, the key exception case (in the context of this competition and generally) is that **a successful candidate who has worked in a pensionable (non-single scheme terms) capacity in the public service within 26 weeks of taking up appointment, would in general not become a member of the Single Scheme.** In this case such a candidate would instead, where applicable, be offered membership of the SEAI Pension and its associated Spouses' and Children's Pension Scheme. This would mean that the abatement provisions above would apply, and in addition there are implications in respect of pension accrual as outlined below:

Pension Accrual

The Public Service Pensions (Single Scheme and other Provisions) Act 2012 introduced a 40-year limit on total service that can be counted towards pension where a person has been a member of more than one pre-existing public service pension scheme.

Pension-Related Deduction

The appointment is subject to the pension-related deduction in accordance with the Financial Emergency Measure in the Public Interest Act 2009.

Incentivised Scheme for Early Retirement (ISER)

It is a condition of the Incentivised Scheme for Early Retirement (ISER) as set out in Department of Finance Circular 12/09 that retirees, under that Scheme, are debarred from applying for another position in the same employment or the same sector. Therefore, such retirees cannot apply while the above restrictions continue in force.

Department of Health and Children Circular (7/2010)

The Department of Health Circular 7/2010 dated 1 November 2010 introduced a Targeted Voluntary Early Retirement (VER) Scheme and Voluntary Redundancy Schemes (VRS). It is a condition of the VER scheme that persons availing of the scheme will not be eligible for re-employment in the public health sector or in the wider public service or in a body wholly or mainly funded from public moneys. The same prohibition on re-employment applies under the VRS, except that the prohibition is for a period of 7 years, after which time any re-employment will require the approval of the Minister for Public Expenditure and Reform. People who availed of either of these schemes are not eligible to compete in this competition while the above restrictions apply.

Collective Agreement: Redundancy Payments to Public Servants

The Department of Public Expenditure and Reform letter dated 28th June 2012 to Personnel Officers introduced, with effect from 1st June 2012, a Collective Agreement which had been reached between the Department of Public Expenditure and Reform and the Public Services Committee of the ICTU in relation to ex-gratia Redundancy Payments to Public Servants. It is a condition of the Collective

Agreement that persons availing of the agreement will not be eligible for re-employment in the public service by any public service body (as defined by the Financial Emergency Measures in the Public Interest Acts 2009 – 2011) for a period of 2 years from termination of the employment. Thereafter the consent of the Minister for Public Expenditure and Reform will be required prior to re-employment. People who availed of this scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility) and the Minister's consent will have to be secured prior to employment by any public service body.

Declaration

Applicants will be required to declare whether they have previously availed of a public service scheme of incentivised early retirement and/or the collective agreement outlined above. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Public Service employment and/or where they have received a payment-in-lieu in respect of service in any Public Service employment.

OUTSIDE EMPLOYMENT

The position is whole-time and the appointee must avoid involvement in outside employment/business interests in conflict or in potential conflict with the business of SEAI. Clarification must be sought from the line manager where any doubt arises.

OTHER CONDITIONS OF EMPLOYMENT

Further information on the conditions of employment will be outlined in the contract of employment for the successful candidate.

HOW TO APPLY

Mazars have been retained by SEAI to assist with the appointment of the Programme Executive – Digital Marketing and Social Media role. Mazars, on behalf of SEAI, are inviting applications from suitably qualified candidates both nationally and internationally, and will be undertaking a comprehensive recruitment process as part of this recruitment campaign. The Programme Executive – Digital Marketing and Social Media role is a critical role within SEAI.

Mazars will be managing all aspects of this recruitment project on behalf of SEAI. No enquiries or canvassing should be made directly to SEAI.

Applications with a cover letter (maximum of two pages) and CV should be sent to: execrecruit@mazars.ie (quoting job reference code in the subject line of your email). For more information, contact Sonya Boyce, Mazars on (01) 449 6466.

Closing Date

Deadline for application: Friday 31st March 2017 at 5.00pm GMT.

Applications will not be accepted after the closing date.

An acknowledgement email will be issued for all applications received. If you do not receive acknowledgement of your application within 2 working days of submission, please contact Killian Foley by email (kfoley@mazars.ie) to ensure your application has been received.

Selection Process

Mazars will be undertaking a competency based selection process in identifying suitable candidates for the role of Programme Executive – Digital Marketing and Social Media for SEAI.

Psychometric testing may be required for candidates who are successful in the initial screening process, prior to being invited forward for interview. A competency based interview process will be held, with representatives from both SEAI and Mazars featuring on the Selection Board.

GENERAL INFORMATION

CITIZENSHIP

Persons who are not citizens of the EU, the European Economic Area (EEA) states and Switzerland are not eligible to compete.

Normal rules of the Public Service will apply as regards eligibility. In the case of the Incentivised Scheme for Early Retirement (ISER), one of its conditions at paragraph 12 of Circular 12/09 debars retirees from the Public Service under that Scheme from applying for another position in the Public Service. Therefore, such retirees cannot apply while the above restrictions continue in force.

The EEA consists of the member states of the European Union along with Iceland, Liechtenstein and Norway. Special conditions may apply to citizens of Bulgaria and Romania following their recent entry to the European Union and their eligibility to be employed and work in Ireland.

Eligibility should be confirmed with the Department of Jobs, Enterprise & Innovation.

REFERENCE CHECKS

Please note that any offer of employment made to a successful candidate will be subject to satisfactory reference verification and satisfactory verification of academic and professional qualifications.

SECURITY CLEARANCES

Please note that Garda Clearance will be required for this position. If you have resided / studied in countries outside of the Republic of Ireland for a period of 6 months or more, you must furnish a separate Police Clearance Certificate from each country stating that you have no convictions recorded against you while residing there.

It is **YOUR** responsibility to seek security clearances in a timely fashion. The successful candidate cannot be appointed without this information being provided and being in order. The following websites may be of assistance to you in this regard:

- www.disclosurescotland.co.uk
- www.migrationint.com.au/office.asp (countries other than UK/NI)
- www.afp.gov.au (Australia)
- www.courts.govt.nz (New Zealand)

For other countries not listed above you may find it helpful to contact the relevant embassies who could provide you with information on seeking Police Clearance.

CONFIDENTIALITY

Candidate confidentiality will be respected at all stages of the recruitment process. Applicants should however note that all application material will be made available SEAI.

LEGAL COMPLIANCE

Mazars and SEAI are committed to complying with all relevant legislation over the course of this recruitment campaign, including the Employment Equality Acts 1998-2011, the Data Protection Acts 1988 and 2003, and the Freedom of Information Acts, 1997, 2003 and 2014.

EXPENSES

Mazars and/or SEAI will not be responsible for any expense, including travelling expenses, candidates may incur in connection with their candidature.

CANVASSING

Canvassing will result in disqualification from the competition.