

JOB DESCRIPTION

JOB TITLE: **Communications Project Manager**
DIRECTORATE: Strategy
GRADE: £38,491 - £40,033 per annum (Manager B Scale)
REPORTS TO: Communications Manager

ABOUT US:

Cross-border trade is a vital and growing contributor to the economies of Ireland and Northern Ireland, currently worth €8/£7billion per annum. InterTradelreland has been helping small businesses in Ireland and Northern Ireland explore new cross-border markets, develop new products, processes and services and become investor ready for 20 years and there is much more still to be achieved.

We are looking for a **Communications Project Manager** to help us deliver on our strategic goals and support the enhancement of opportunities for cross-border trade and innovation co-operation in the years ahead by delivering an ambitious communications strategy.

WHAT'S IN IT FOR YOU?

- Opportunity to have a key role in the growth of economic development on the island of Ireland.
- Support an ambitious communications strategy and deliver strategic communications projects.
- Gain exposure to high profile stakeholders throughout the island.
- Enjoy an environment that values flexibility, honesty and integrity and supports personal learning and development.
- The security of a permanent role, 30 days annual leave and flexible working arrangements.

SUMMARY OF ROLE:

To support the effective delivery of InterTradelreland's communications strategy, we wish to appoint a Communications Project Manager. The Communications Project Manager will contribute to and support the delivery of the body's communications strategy, as well as implementation of organisational marketing and PR activities, employing a blend of both traditional and digital marketing tools and channels.

The role will involve liaising closely with InterTradelreland's senior management, operational and policy teams, proactive engagement with key media and external stakeholder contacts, as well as co-ordination with key service providers in PR, event management, advertising, design and web development.

KEY DUTIES AND RESPONSIBILITIES:

Strategy Development

- Contribute to the development and implementation of the corporate communications strategy aligned to strategic objectives.
- Lead on the development and implementation of strategic marketing projects that deliver against strategic goals.

Public and Media Relations

- Assist the Communications Manager to lead a sustained programme of online and offline PR initiatives and media relations that showcase and enhance the InterTradelreland brand proposition, drive brand recognition, build a thought leadership position and identify learnings and recommendations for future activity.

Campaigns and Events

- Development and implementation of data driven omnichannel marketing campaigns, including oversight of all promotional, digital marketing and email marketing activity, ensuring brand positioning, key messages and tone of voice are consistent across all channels.
- Overseeing design development, including creation of assets in-house, as well as liaison with service providers, ensuring brand adherence, adherence to deadlines and a consistent quality in all marketing collateral.
- Assistance in planning and delivery of events across the island of Ireland including attendance at photo-calls.

Website and Digital Development

- Day-to-day management of InterTradelreland's website and intranet and management of multiple social media platforms, as well as execution of email marketing content and campaigns.

Reporting

- Contribute to analysis of data driven performance marketing and assist in the reporting of KPIs to demonstrate value and return on investment, managing data and information to produce regular evaluation and campaign close-out reports, including relevant website, digital, social media, PR, brand awareness and email marketing performance metrics.

General

- Assist the Communications Manager in management of the wider communications team.

- Managing third-party suppliers such as creative & advertising agencies, PR consultancies, event management and web development agencies, including regular communications, performance reviews and contract management.
- Overseeing budgetary spend and resource allocation for communications activities.
- Contributing to procurement framework for provision of third-party communications services.
- General administration support and any other duties as requested by the Communications Manager.

The above is given as a broad range of duties and is not intended to be a complete description of all tasks.

PERSON SPECIFICATION

Evidence of the following criteria will be assessed via the application form **and/or** interview process.

Educational and Professional Qualifications

Essential Criteria:	Desirable Criteria:
A third level, or equivalent, professional qualification in a PR / Communications or Marketing related discipline.	CIM, CIPR or equivalent qualification

Previous Experience/Training

Essential Criteria:	Desirable Criteria:
A minimum of three years' experience in a communications setting.	Knowledge and experience of using a content management system, as well as social media channels such as Twitter, Facebook, YouTube, Instagram and LinkedIn.
A proven track record of successfully developing and executing integrated, omnichannel marketing campaigns to meet strategic outcomes and objectives.	Experience in leveraging marketing analytics to enhance the performance of data-driven marketing or communication strategies, including experience of using Google Analytics (UA and/or GA4).
Experience in the development and execution of public and media relations strategies, including identification of relevant media contacts, distribution channels and media outlets to target key audiences.	Experience of tendering and/or procurement in a public sector environment.
Experience of managing third-party suppliers, including defining processes, overseeing costs and dispute resolution.	
Demonstrable experience of managing resources and budgets.	
Demonstrable ability to work effectively both as part of a team and under own initiative.	

REQUIRED COMPETENCIES

Below is a full list of the key competences for a Project Manager grade which will be assessed via the application form and/or interview process.

Manage Strategy/Policy

- Contribute to the implementation of policy.
- Contribute to the formulation of strategy to guide the work of the organisation.
- Develop plans which contribute to the implementation of the organisation's strategy.
- Contribute to the review and evaluation of the organisation's performance.

Manage Services

- Maintain service delivery.
- Contribute to the planning and implementation of changes in services and systems to meet customer needs.

Manage Resources

- Contribute to the assessment of resource needs.
- Recommend, plan, monitor, evaluate and control the use of resources.

Manage People

- Develop teams and individuals to improve performance and meet business objectives.
- Plan, allocate, monitor and evaluate work carried out by teams, individuals and self.
- Create, maintain and enhance effective working relationships.
- Assess own development needs and develop self to improve job performance and fulfil future potential.
- Contribute to the selection of personnel.

Manage Information and Communication

- Identify, organise, evaluate and communicate information to meet customer needs.
- Analyse information to solve problems and make decisions. Identify and adopt communication style and methods to influence and gain the commitment of others.