



Role: Regional Media Specialist
Area: Group Centre
Sub-Area: Corporate Affairs
Location: East/Midland – Dublin Based

Duration: Specific Purpose **Salary:** Competitive **Ref:** GRP183

Ervia, one of the leading Irish commercial semi-state companies, is a multi-utility company with responsibility for the delivery of Gas and Water infrastructure and services to meet the needs of the Irish economy. Ervia develops and operates one of the most modern and safe gas networks in the world, connecting all natural gas customers to this network, and through its subsidiary Irish Water, is responsible for the provision of all water and wastewater services to over 1.7m customers in Ireland. Ervia is committed to growth, innovation and sustainability and continues to be a major employer in Ireland, providing a dynamic and modern place to work for over 1,600 employees.

The Role:

Reporting to the Regional Communications Lead the Regional Media Specialist will be responsible for the development and management of regional media strategies for Ervia in the East and Midlands Region including local radio and local newspapers and regional correspondents for national news media. Working alongside Irish Water's Regional Information Specialists the candidate will be focussed on supporting the work of Irish Water at a national level by developing the profile of this work in the media at a local level. He or she will also seek opportunities to appropriately develop the profile of Ervia in regional and local media. The Regional Media Specialist will liaise closely with Gas Networks Ireland media team to develop this objective in line with the overall Ervia Media Relations Strategy.

The successful candidate will have a proven track record in understanding water services in Ireland and will be confident and experienced in media relations. He or she will be a credible representative of Ervia in a region and have the ability to build strong relationships with key media influencers at a local level.

A strong understanding of water sector reform, infrastructure development and water services would be a distinct advantage for this role. The candidate will need to be experienced, rounded operators who have the ability to establish themselves and their credibility quickly with a proven track record of working both on their own initiative and as part of a team. A key requirement of the role is the ability to deliver high quality integrated local and regional media relations campaigns as a representative of a national utility that complements and enhances the company's strategic approach to media relations at a national level. The candidate will be expected to identify and pursue new opportunities to positively engage with local media on on-going local and national projects and initiatives.

Duties and Responsibilities:

- Liaise closely on a daily basis with Ervia Media Relations Team
- Manage the Irish Water relationships with local print and broadcast media in a region;
- Prepare and deliver local media plans including press releases on projects and ongoing initiatives
- Media management for local and regional Irish Water/Ervia events
- Support the role of Irish Waters Regional Information Specialists and promote their active stakeholder engagement
- Support the management of reactive and crisis media relations on emerging issues as required
- Act as a direct point of contact for media queries within the region
- Work closely with multi-disciplinary teams within and across Irish Water and local authority water services staff

- Report monthly on media coverage in the region

Knowledge, Skills and Experience:

- 5 years' experience in a media relations and good knowledge of local media
- Relevant third level degree/qualification in either environmental science or engineering and/or Communications, Public Relations is desirable
- Experience and knowledge of the water industry would be a distinct advantage
- Strong organisational skills with excellent attention to detail
- Excellent interpersonal skills including the ability to influence internally and externally with a diverse range of stakeholders
- Ability to work independently and as part of a team in a fast paced environment

The closing date for receipt of applications for this vacancy is 25th March 2020

Applications, including a current Curriculum Vitae should be emailed to: recruit@ervia.ie

Please include the Reference Number for this Role when making an application