



Role: Marketing Specialist

Area: Commercial **Sub-Area:** Corporate Affairs

Location: Cork **Duration:** Specific Purpose **Salary:** Competitive

Ervia is a commercial semi-state company which provides strategic national gas and water infrastructure and services in Ireland. Through our regulated business, Gas Networks Ireland, we build and operate one of the most modern and safe gas networks in the world. In 2014, we took responsibility for the operation and maintenance of Ireland's water and wastewater assets through our other regulated business Irish Water. Ervia directly employs over 1,600 people who deliver services to 1.6 million customers daily. We are guardians of the national assets and experts in our field. Our infrastructure supports economic and social development, protects the environment and enhances the health and quality of life of the Irish people.

Background:

The Commercial function within Gas Networks Ireland is responsible for developing and implementing the commercial strategies of the Gas Networks and Aurora Telecom businesses to ensure sustainable growth into the future. The commercial team is focused on increasing demand by maximizing the potential of the existing networks while seeking opportunities to expand and diversify into new areas through research and innovation.

The Role:

Reporting to the Marketing Strategist, the Marketing Specialist will support and assist the marketing team in the development and execution of marketing activities.

Duties and Responsibilities:

- Work closely with the Marketing Strategist to develop the annual marketing strategy for growth and advocacy.
- Develop insights for marketing and safety using existing research and business information.
- Assist with the management of key agencies including annual reviews, contracts, frameworks, audits and tenders.
- Assist in the implementation of specified activities from the public safety promotions programme.
- Assist in the implementation of specified annual growth marketing activities.
- Develop marketing and sales collateral for campaigns targeting key sectors and target audiences.
- Be responsible for maintaining and collating department reports, KPI trackers, presentations, updates etc.
- Support the management of the marketing budget and related financial activities.

- Provide additional support as required to other members of the Corporate Affairs team across its key functions of public relations, digital and corporate social responsibility.
- Other duties may also be assigned from time to time.

Knowledge, Skills and Experience:

- Degree in Business /Marketing or relevant discipline.
- 3 to 5 years' experience in marketing/communications.
- Excellent project management skills.
- Ability to manage and work with external agencies to develop a range of marketing and branded collateral.
- Ability to work with and contribute to cross-functional teams with internal and external stakeholders.
- Highly motivated with ability to work on own initiative and to prioritise workload.
- Excellent verbal and written communication skills.
- Proven ability to create and develop good working relationships to facilitate the accomplishment of work goals, coupled with the ability to gain commitment from others

The closing date for receipt of applications for this vacancy is 20th December 2019

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