

# Job Roles - Where do you fit in?

## International Markets

- Supporting Dairy, Meat, Seafood, Prepared Consumer Foods and Alcohol client companies through disseminating in-market insights, in-store visits, lead generation and delivering reputation building activities such as trade events
- Management of Digital, Social and PR agencies for category events and marketing campaigns focused on the relevant market
- Supporting customer relationship management with retail and foodservice operators across the relevant market
- Coordinating cross-functional projects with teams in Dublin, agencies in the relevant market and clients and/or customers
- Manage office administrative tasks such as budgeting and invoicing
- Participation in project management and event logistics of major events
- Researching, writing and editing articles, covering recent market updates and trends

## Dublin International Business Graduate

- Supporting Senior manager on various international projects such as Brexit and Covid-19 supports
- Coordinating support programmes for client companies
- Coordinating trade missions, market access inspection visits and inward buyer visits
- Editing and writing research documents, reports, newsletters, CEO briefs and articles
- Research and analyse international data and consumer and food trends producing reports for companies to better inform their decision making.

## Marketing

- Assisting in the set up and implementation of various activities for Bord Bia's marketing campaigns including TV, radio, outdoor advertising, sponsorships, PR, instore activities and consumer events
- Assist in the development and creation of promotional assets for campaigns.
- Develop, manage and evaluate digital activities, including website updates and providing digital assistance
- Respond to general queries and requests for information
- Budgeting Management

## HR

- Supporting our Industry Talent Manager with our five Talent programmes
- Coordinating Bord Bia's Learning and Development Programmes
- Managing and driving engagement with our Learning Management System
- Developing Diversity and Inclusion Initiatives
- Compensation and Benefits
- Coordinating Employee Engagement events and initiatives
- Delivering Operational HR Support

## Information Computer Technology - Customer Relationship Manager

- Regular data quality checks to ensure data is correct and meets the Bord Bia defined standards.
- Work with Sector Managers and other account owners to ensure that data in their accounts is up to date and accurate.
- Provision of support to all CRM users and resolution of issues identified and reported.
- Extracting data to address one-off / ad-hoc or other report requests.
- Developing user guides / creating videos for posting on the Intranet and providing training on the system where required.
- Working with the CRM administrator on ongoing integration and development works. Our CRM is constantly developing and growing with multiple projects continuously being undertaken.

## Consumer Insight and Trends

- Promotion, organisation and co-ordination of events, workshops and service offerings.
- Assist the consumer insights team with client focused qualitative and quantitative research projects. This includes drafting questionnaires, screeners, discussion guides, and co-facilitation of focus groups, transcript analysis, report building and presentation of results.
- Support the Brand Development team on a range of different brand building and brand activation projects.
- Complete groundwork and trends research for client companies, identifying actionable insights
- Coordinating and managing internal Bord Bia events and queries
- Budget Management

## Origin Green

- Coordinating Bord Bia's Origin Green sustainability programme
- Supporting a large cohort of Irish food and drink companies to develop sustainability plans and annual reviews
- Origin Green programme development
- Sustainability data collection and reporting

## Communications

- Supporting the Bord Bia communications team on all events including Trade Missions, Ministerial photo calls, Trade Fairs, Awards, Bord Bia Bloom.
- Assisting with Bord Bia's social media content - creating content and analysing performance.
- Handling media relations - syndicating press releases, tracking media pick up; responding to media queries. Monitoring media ie: manage relationship with media monitoring agency; track daily coverage, develop media reports.
- Coordinating staff photography and videography both in Dublin and across markets; sourcing and briefing photographers/ videographers, managing all internal and external requests for images, briefs for events, captioning, storage.

## Food & Drink Sectors

- Support senior sector managers with supports and services for client companies
- Developing marketing collateral for promotional purposes
- Updating Bord Bia's Customer Relationship Management tool Budgeting and Invoicing
- Compiling Market Reports
- Coordinating Inward Buyer and Journalist Visits and Farmer Education Tours
- Organising physical and virtual events/webinars for clients and stakeholders

## Events

- To provide support to the Marketing Events and Brand Activation team in the delivery of highly engaging activation and events programme
- To ensure the continuity of the trade fair aspect for the EU programme's by working closely with the EU Team & oversea offices.
- To work with suppliers as partners in the delivery of project aims, within budget, to a high standard ensuring their optimum performance for best practice/leading edge events and brand activation in a digital age.
- To provide effective communication with clients companies to ensure an impactful delivery of exhibition stand spaces at international trade fairs
- To assist with overseeing the stand build on-site at international trade fairs & events.
- To manage project based budgeting for marketing events and brand activation projects, to ensure value for money.