

TALENT ACADEMY

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

International Markets Dublin Based

- Supporting Senior manager on various international projects.
- 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.

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

HR/Talent

- Supporting our Industry Talent Manager with our five Talent programmes including recruitment initiatives, marketing, onboarding and off boarding
- Organise and attend career fairs on behalf of Bord Bia Talent Academy
- Communication on & organisation of L&D Programmes & Training requisitions
- Learning Management Systems support
- Onboarding management
- NDA, D&I, Action Plans
- Delivering Operational HR Support
- Budget Administration

Marketing

- Assisting in the set up and implementation of various activities for Bord Bia's marketing campaigns including TV, radio, outdoor advertising, sponsorships, PR, social media, 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

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.

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.

Digital

- Management of Bord Bia's social media content for corporate channels - creating content strategy and analysing performance.
- Managing multiple Bord Bia websites, working with market specialists worldwide to create effective digital content strategies.
- Managing requests for creating and updating webpages, implementing SEO strategies and following UX design principles.
- Using various digital tools to analyse website performance, e.g. Google Analytics, Data Studio etc.
- Collaborating with different departments to assist with digital marketing campaigns across the organisation.
- Assisting different markets with email marketing efforts to ensure email campaigns perform to the best possible standard.

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 Sustainability Coordinator

- Meet with companies, individually, to explore potential target areas.
- Prepare and deliver planning workshops.
- Provide ongoing feedback and advice to companies in the plan development process.
- Engage with companies to ensure strong plan implementation.
- Coordinate the Origin Green support team and the Origin Green independent verifier to ensure delivery of satisfactory plans & targets.
- Organise webinars and events on relevant topics that will maintain momentum with members.
- Monitor potential changes to Origin Green plan requirements and make recommendations.
- Identify and assess potential support tools to streamline the plan development and data management process.
- Assist in the upload of plan data to new Origin Green Platform

Origin Green Sustainable Quality Assurance

- Supporting sustainability capability building within Bord Bia through planning and delivery of training activities online and in-person.
- Coordination of training events including liaising with external knowledge experts and service providers, moderating webinars and delivering training content.
- Representing Bord Bia on a national protecting farmland pollinator group, international beef sustainability communications working group and regenerative agriculture working group.
- Conducting periodic internal audits on quality assurance schemes and procedures, as well as completing an internal auditor training certificate.
- Managing and developing projects, carrying out sustainability data collection, reporting and benchmarking.
- Creating e-learning modules and content for the Bord Bia Farm Sustainability Learning Hub.

Client Capability

- Support, co-ordinate and manage activities, workshops and programmes that help Bord Bia clients with:
- Commercial Marketing Strategy: Develop marketing strategies to enter and grow in markets, channels and customers.
- Key Customer Management: Building Bord Bia clients abilities to manage key customers effectively such as through the building and development of negotiation skills and creating compelling customer pitches.
- Think Digital/Digital Marketing: Development of digital marketing strategies and guidance on all aspects of digital marketing.
- Category Management: Providing best practice templates and guidance on how to correctly manage their category in-store.
- Innovation: Raise awareness and understanding with all clients about how to successfully manage product innovation for business growth.
- Assisting the team across additional exciting services such as Brand Forum, Food Works and Superbrands.
- Co-ordinating and managing cross-functional projects with teams in Dublin, Bord Bia international office, consultants, agencies and clients/customers.
- Organisation and co-ordination of internal and external events, workshops and service offerings.
- Consistent updating, refreshing and improving Client Capability CRM activity and Client Capability owned webpages.