



Rialtas na hÉireann
Government of Ireland

SEAI invites applications from suitably qualified candidates for this role. Full details of the role and how to apply are set out in this booklet.

Candidates should note that entry will be at the minimum of the salary scale and the rate of remuneration, including incremental progression, **will not be subject to negotiation** and may be adjusted from time to time in line with Government pay policy. Different terms and conditions may apply if you are currently a serving civil or public servant.

Canvassing will disqualify

THE POSITION

Title of Position:	Marketing Campaigns Executive
Job Ref:	2023/DS.03
Tenure	5-year fixed term contract
Head Office:	3 Park Place, Hatch Street Upper, Dublin 2, D02 FX65, Ireland
Work Location:	Dublin

SEAI is Ireland's national energy authority with a mission is to be at the heart of delivering Ireland's energy revolution. We drive the reduction and replacement of fossil fuel usage. We are a knowledge led organisation. We partner with citizens, communities, businesses and Government. We are trusted collaborators, innovators, funders and educators.

SEAI's strategy for 2022 to 2025 is our response to the challenging targets set by Government, particularly in the Climate Action Plan. It is firmly focused on delivery, and on driving Ireland's sustainable energy transformation for the benefit of all society. Aside from meeting our targets, decarbonisation will deliver enormous benefits to Irish society, including healthier environments in which to live, employment opportunities, and increased efficiencies and competitiveness. Reporting to the Department of the Environment, Climate and Communications, in 2023, SEAI will operate an annual budget of circa €500m.

Our role is to transform the way we all use energy by moving to more efficient and clean sources, and by leading innovation in Ireland's approach to energy. If you are interested in working in an organisation that has a real and measurable impact on tackling our climate challenges, then consider a career with SEAI. Find out more about us and learn more about our values as an organisation [Home - Sustainable Energy Authority Of Ireland | SEAI](#)

We have an exciting opportunity in the Communications Department.

The Communications team in SEAI plan and implement strategic and imaginative communications activities which effectively contribute to the achievement of the Authority's business objectives. This includes the areas of corporate communications, programme communications and consumer awareness. The department currently comprises an online team and an offline team as well as a newly appointed Marketing Campaigns Manager.

THE ROLE PROFILE

By 2030, in line with the Government's Climate Action Plan, SEAI needs to stimulate 500,000 B2 BER home energy upgrades. To meet this target, the Authority needs to drive homeowner awareness of interest in and demand for home energy upgrade services and related grants.

This position will play a key role in the Communications Department. The appointee will support the Marketing Campaigns Manager in the development and implementation of integrated marketing communications campaigns to increase awareness, educate, inform, and ultimately drive home energy upgrade activities.

Key Responsibilities of the role of Programme Executive

The responsibilities of the Programme Executive outlined in this job description are indicative of the currently envisaged scope and may be added to or altered as required, in line with the requirement of SEAI across Business Units/Department. They will include, but not limited to, the following:

- Manage key components of major home energy upgrade campaigns, across the full marketing mix
- Originate engaging content (e.g. press releases, case studies, editorials) for the efficient and effective delivery of key messages to the respective audiences across multiple channels.
- Coordinate briefs for major communications agencies including PR, advertising, design, and web among others
- In collaboration with communications team colleagues, review and finalise campaign content and assets from external agencies.
- Working with the relevant programme managers, review campaign progress, identify suitable refinements and leverage opportunities to extend reach and business impact.
- Work in close collaboration with communications team colleagues to maximise communications effectiveness, optimise campaign synergies, and leverage opportunities.
- Support SEAI's behavioural economics team with the coordination of targeted communications activities including community based social marketing (CBSM) initiatives.
- Provide event management support for SEAI's participation key national and community events e.g. Ideal Homes Exhibition and National Ploughing Championships
- Together with the Marketing Campaigns Manager co-ordinate activities to directly engage and mobilise the respective supply chains e.g. retrofit contractors and One Stop Shops. As appropriate, develop interventions to support their marketing efforts.
- Represent SEAI at stakeholder meetings and events, to include presentations
- Any other duties as may be assigned from time to time.

The functions and responsibilities assigned to this role are based on the current requirements stated above and may be changed from time to time. The candidate appointed to this role requires flexibility to fulfil other responsibilities across the Communications Department.

To ensure that activity peaks within the Department are addressed in a proactive manner, it is expected that the candidate appointed to this role will need to be flexible in terms of working hours during these periods.

Key Knowledge and Skills

The knowledge and skills required include but are not limited to the following:

- Excellent communications and creative skills
- Excellent organisational skills, ability to multitask, manage competing demands and work effectively to deadlines
- Excellent written and oral communication skills and ability to represent SEAI in public fora
- Good reasoned and creative approach to problem solving
- A capacity to build positive working relationship with colleagues and external stakeholders; to work in multi-disciplinary teams and to network effectively
- Ability to absorb new information quickly, understand complex concepts and relationships, focus on important information and make timely and sound decisions.
- Good numeracy skills, strong attention to detail and commitment to quality
- Ability to work on own initiative and to deadlines/milestones.
- High level of computer literacy

EXPERIENCE, QUALIFICATIONS & PERSONAL QUALITIES

Essential Requirements

The successful candidate must be able to demonstrate;

- Bachelor's degree in marketing, business or other relevant discipline
- Minimum three years' experience in a comparable marketing role implementing largescale B2C marketing campaigns.
- Highly competent in all aspects of the full marketing mix

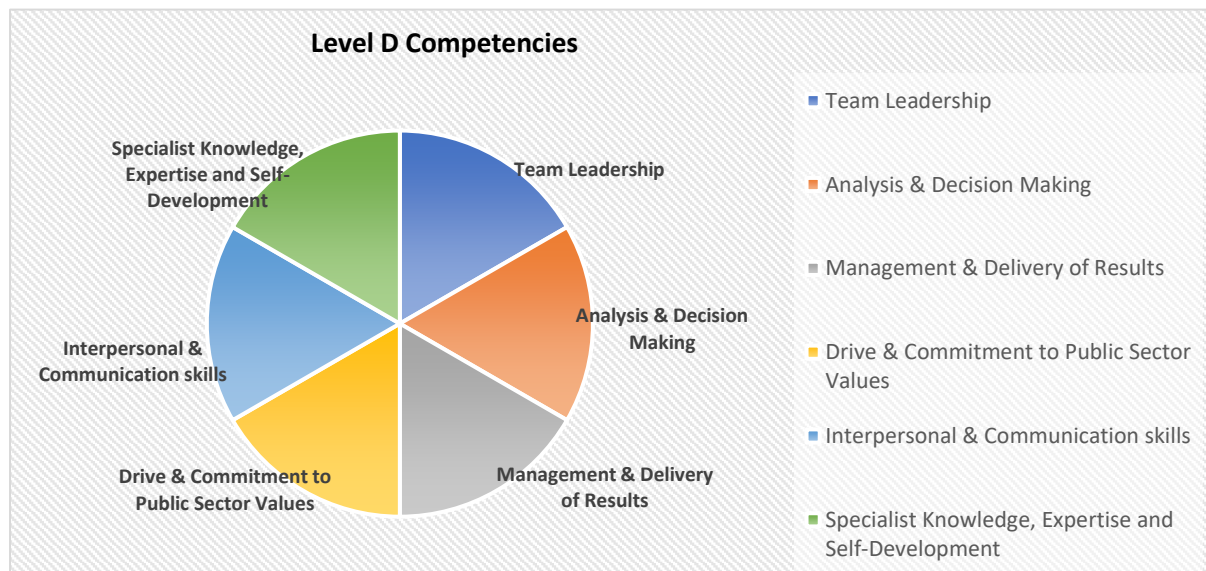
Desirable Requirements

- General knowledge of sustainable energy and home energy efficiency.
- Knowledge/ experience of working in the Public Sector.

There may be a requirement for the successful candidate to further develop specialist knowledge and expertise relevant to the role. Training will be encouraged (formal and informal) and supported where required.

GRADE LEVEL D – SKILLS & COMPETENCIES

At interview, candidates should demonstrate the ability to carry out successfully the duties of the role, as well as the general skills and competencies required at Level D grade. The key competencies that have been developed for roles at this grade level are as follows;



Each of the key competencies is supported by a list of key performance indicators which are available [here](#).

Candidates are strongly encouraged to prepare in advance of the interview clear and relevant examples of how they have previously demonstrated these specific competencies.

APPLICATION PROCESS

SEAI invites applications from suitably qualified candidates for this role, as set out in this booklet. SEAI is an equal opportunities employer and welcomes applications from people from diverse backgrounds and under-represented groups including ethnic minority and people with disabilities.

HOW TO APPLY

(A) Applications should be submitted in the form of a **cover letter** (max of two pages) demonstrating how the applicant meets the requirement for this role as set out in this booklet together with an up-to-date **Curriculum Vitae (CV)**.

(B) The **cover letter and CV** should be submitted via the candidate portal and instructions outlined on the careers page of the SEAI website <https://www.seai.ie/careers/corporate-services/>

(C) **Eligibility to Work:** The SEAI has a legal obligation to ensure that all employees are lawfully entitled to work in Ireland. Where applicable and to support a candidate's application, candidates must submit a valid work permit/visa confirming permission to work in Ireland. Failure to submit the required evidence will result in the application and/or contract of employment being rendered void. Eligible Candidates must be:

1. A citizen of the European Economic Area (EEA). The EEA consists of the Member States of the European Union, Iceland, Liechtenstein and Norway; or
2. A citizen of Switzerland pursuant to the agreement between the EU and Switzerland on the free movement of persons; or
3. A non-EEA citizen who is a spouse or child of an EEA or Swiss citizen and has a stamp 4 visa; or
4. A person awarded international protection under the International Protection Act 2015 or any family member entitled to remain in the State as a result of family reunification and has a stamp 4 visa or
5. A non-EEA citizen who is a parent of a dependent child who is a citizen of, and resident in, an EEA member state or Switzerland and has a stamp 4 visa

Note in respect of UK citizens: Information regarding the Common Travel Area is available [here](#).

(D) **Closing Date:** Your application must be received by **midnight on Thursday 9th February 2023**. Applications will not be accepted after this time and date. All applications will be acknowledged by email. If you do not receive an acknowledgement within five working days, please contact recruitment@seai.ie

SHORTLISTING

A shortlisting exercise will be employed when assessing eligibility of applications. Eligible applications will be shortlisted according to how well the experience and skills as described by applicants match the requirements of this role of as outlined above as contained in this booklet. It is important that applicants consider the information contained in this Information Booklet in presenting and demonstrating their relevant qualification, skills and experience in their application.

The candidates whose applications, in the opinion of the shortlisting panel, appear best suited to the position will be shortlisted for interview.

INTERVIEW

Shortlisted applicants will be invited to attend for an interview, which will include a competency-based interview. A presentation may be required on a topic of relevance to the role and/ or other such assessment methods as deemed appropriate. The SEAI may invite candidates to a second-round interview and to undergo further assessment, including the use of psychometric assessment if so required. Interviews may take place in person, over video-conference or other remote technology where appropriate.

Prior to recommending any candidate for appointment to this position, SEAI will make all such enquiries that are deemed necessary to determine the suitability of that candidate. Until all stages of the recruitment process have been fully completed, a final determination cannot be made, nor can it be deemed or inferred that such a determination has been made.

SELECTION PROCESS

SEAI will be undertaking a competency-based selection process in identifying suitable candidates for this role. The selection process may include shortlisting of candidates, based on the information contained in their application, other tests or exercises that may be deemed appropriate, and/or a competitive interview which may include a presentation.

An interview process will be held with a selection board comprised in accordance with SEAI arrangements for posts at this level. Please note interviews may be held in person, remotely using Video-Conferencing software or other tools.

Candidates are not permitted to use any type of recording equipment at any stage of the selection process unless written permission has been provided in advance of the process. This applies to any form of sound recording and any type of video recording, whether including sound recording or not, and covers any type of device used for these purposes.

DEEMING OF CANDIDATURE TO BE WITHDRAWN

Candidates who do not attend for interview or other tests when and where required, or who do not, when requested, furnish such evidence, as the SEAI require in regard to any matter relevant to their candidature, will have no further claim to consideration.

FEEDBACK

Feedback will be provided to applicants on written request.

CODE OF PRACTICE

This campaign is being organised in accordance with the existing Code of Practice 'Appointment to Positions in the Civil Service and Public Service' published by the Commissioners for Public Service Appointments (CPSA).

CONDITIONS OF SERVICE

TENURE: This position will be offered on a **5-year Fixed Term** contract basis.

SALARY AND PAYMENT ARRANGEMENTS:

The Level D salary scale for this position effective from 1st October 2022 is as follows:

- €46,697 to €68,783 (inclusive of one Long Service Increment (LSI1) which applies after three years additional service at Max of grade)

Incremental progression will be subject to satisfactory performance.

Important Note: Candidates should note that **entry** will be at the **first point of the scale** and the rate of remuneration, including incremental progression, will not be subject to negotiation and may be adjusted from time to time in line with Government pay policy. Different terms and conditions may apply if you are currently a serving civil or public servant.

LOCATION

The place of work will be based at Three Park Place, Hatch Street Upper, Dublin 2. D02 FX65, Ireland though SEAI offer the option to work in a hybrid working arrangement, in line with the SEAI Blended Working Policy. SEAI reserves the right, at its discretion, to change working location within reason on any future date.

BLENDED WORKING ARRANGEMENTS

As an employer, SEAI operates a blended working policy that facilitates access to remote working options having regard to work-life balance/integration, mental health, and the need for a safe and productive working environment. Blended working arrangements will be operated under SEAI's Blended Working Policy, which **currently** requires staff to **work from the office a minimum of two (2)** days per week. Availability and patterns of blended working will be based on business needs and the suitability of the role and may be subject to change should the business needs dictate.

PROBATION

On appointment, the appointee will serve a six (6) month probationary period. In certain circumstances, probation period may be extended, in line with the SEAI's Probationary Policy and Procedures.

WORKING WEEK

Hours of attendance will be as fixed from time to time but will amount, on average, to not less than 41.25 hours per week (**35 hours net of rest breaks**). Pro-Rata will apply in the case of part-time role. Additional hours may from time to time be reasonably required to meet the requirements of the position. No additional payment will be made for extra attendance as the rate of remuneration payable covers any exceptional extra attendance liability that may arise from time to time.

ANNUAL LEAVE

The annual leave allowance will be **29** working days a year, based on a five-day week and is exclusive of public holidays. Pro-rata will apply in the case of part-time role. Annual Leave is to be taken at a time or times convenient to SEAI.

SUPERANNUATION AND RETIREMENT

The appointee will be offered the appropriate superannuation terms and conditions as prevailing in the Public Service at the time of being offered an appointment. In general, an appointee who has never worked in the Public Service will be offered appointment based on membership of the Single Public Service Pension Scheme ("Single Scheme"). Full details of the Scheme are at <http://www.per.gov.ie/pensions>

THOSE NOT ELIGIBLE TO APPLY FOR THE ROLE

Anyone who the following schemes are applicable to is not eligible to apply for this role.

Those who availed of the Incentivised Scheme for Early Retirement (ISER) as set out in Department of Finance Circular 12/09

Those who availed of the Targeted Voluntary Early Retirement (VER) Scheme and Voluntary Redundancy Schemes (VRS) under the Department of Health Circular 7/2010 dated 1 November 2010 for a period of 7 years.

Those who availed of the Collective agreement: Redundancy payments to Public Servants who will not be eligible for re-employment in the public service by any public service body (as defined by the Financial Emergency Measures in the Public Interest Acts 2009 – 2011) for a period of 2 years from termination of the employment.

Declaration: Applicants will be required to declare whether they have previously availed of a public service scheme of incentivised early retirement and/or the collective agreement outlined above. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Public Service employment and/or where they have received a payment-in-lieu in respect of service in any Public Service employment.

Other conditions of employment

The above represents the principal conditions of service and is not intended to be the comprehensive list of all terms and conditions of employment which will be set out in the employment contract to be agreed with the appointee.

SEAI commits to treat all the information or documents received under GDPR gridlines.

GENERAL INFORMATION

CITIZENSHIP

The SEAI has a legal obligation to ensure that all employees are lawfully entitled to work in Ireland. Where applicable and to support a candidate's application, candidates must submit a valid work permit/visa confirming permission to work in Ireland. Failure to submit the required evidence will result in the application and/or contract of employment being rendered void.

Eligible Candidates must be:

1. A citizen of the European Economic Area (EEA). The EEA consists of the Member States of the European Union, Iceland, Liechtenstein and Norway; or
2. A citizen of Switzerland pursuant to the agreement between the EU and Switzerland on the free movement of persons; or
3. A non-EEA citizen who is a spouse or child of an EEA or Swiss citizen and has a stamp 4 visa; or
4. A person awarded international protection under the International Protection Act 2015 or any family member entitled to remain in the State as a result of family reunification and has a stamp 4 visa or
5. A non-EEA citizen who is a parent of a dependent child who is a citizen of, and resident in, an EEA member state or Switzerland and has a stamp 4 visa

Note in respect of UK citizens: The recently concluded EU/UK Brexit negotiations have confirmed that the longstanding Common Travel Area Agreement between the UK and Ireland remains unchanged post-Brexit. Accordingly, UK citizens remain eligible to work and reside in Ireland without restriction and, as such, to make an application to compete for this competition where they meet all other qualifying eligibility criteria. Further information regarding the Common Travel Area is available [here](#).

Normal rules of the Public Service will apply as regards eligibility. In the case of the Incentivised Scheme for Early Retirement (ISER), one of its conditions at paragraph 12 of Circular 12/09 debars retirees from the Public Service under that Scheme from applying for another position in the Public Service. Therefore, such retirees cannot apply while the above restrictions continue in force.

REFERENCE CHECKS

Please note that any offer of employment made to a successful candidate will be subject to satisfactory reference verification and satisfactory verification of academic and professional qualifications.

SECURITY CLEARANCES

Please note that Garda Clearance will be required for this position. If you have resided / studied in countries outside of the Republic of Ireland for a period of 6 months or more, you must furnish a separate Police Clearance Certificate from each country stating that you have no convictions recorded against you while residing there.

It is YOUR responsibility to seek security clearances in a timely fashion. The successful candidate cannot be appointed without this information being provided and being in order.

CONFIDENTIALITY

Candidate confidentiality will be respected at all stages of the recruitment process. Applicants should however note that all application material will be made available to those with directly responsibility for the recruitment process in SEAI.

Please note that information provided by you as part of your application may be used as part of our diversity, equality and inclusion metrics in relation to this campaign.

GARDA VETTING

SEAI is set up with a Registered organisation for Garda Vetting purposes. You may be asked to make an application to be vetted.

LEGAL COMPLIANCE

SEAI are committed to complying with all relevant legislation over the course of this recruitment campaign, including the Employment Equality Acts 1998-2015, the Data Protection Acts 1988 and 2018, and the Freedom of Information Acts, 1997, 2003 and 2014.

EXPENSES

SEAI will not be responsible for any expense, including travelling expenses, candidates may incur in connection with their candidature.

CANVASSING

Canvassing will result in disqualification from the competition.

GDPR Privacy Statement- Recruitment Process Purpose of Processing

SEAI conducts a competency-based recruitment process to fill vacancies within the organisation. To complete this, interested individuals are asked to submit a CV and Cover Letter for assessment by the interview panel. For the successful candidate, some of the information provided will form the basis of the contract of employment (e.g. address).

Legal Basis for Processing

- Necessary for performance of a contract or to enter into such a contract
- Compliance with legal obligation (Terms of Employment Information Act)

Recipients

The following shall receive your information for reasons outlined below:

Recipient	Reason
HR (internal)	Storing application, acknowledging responses and corresponding with applicants
HR (external Service provider)	If outsourced support is sought, our outsourced HR provider may receive applications to assist with elements of administration, or to manage the entire recruitment process
Interview Panel	The Interview Panel will receive your applications to conduct shortlisting and assessing applicants
Referees	Applicants are asked to provide references who can be contacted to validate work records and/or comment on suitability of the applicant for the position applied for. These shall be contacted, and the applicants name will need to be provided to receive the reference.
Company Doctor	We will use your personal details to refer you to the company doctor if considered for appointment for a pre-employment medical

Details of Data Transfers Outside the EU

This does not apply to this process.

Automated Decision Making

This does not apply to this process.

Retention Period for Data

For unsuccessful candidates, applications and correspondence shall be retained for 12 months. For successful candidates, their application will be

placed on their employee file and retained during their employment and for an appropriate period thereafter.

Your GDPR Rights in Relation to this Process

Right	Explanation
Access	You can request and receive access to the information requested in the process at any time.
Portability	You can request and receive a copy of this data, in electronic/transferrable format, at any time
Erasure	You can request the data held be erased. We have outlined the anticipated retention period above.
Rectification	You can have any incorrect information, due to this being updated or otherwise, to be corrected.
Objection	You can object to this information being processed
Complaint	You can make a complaint to our internal Data Protection Officer (contact details outlined below) and/or make a complaint to the relevant supervisory authority – Data Protection Commission in Ireland.

Contact Details

Name: Data Protection Officer

Email: dataprotection@seai.ie