



Website & Analytics Executive

Programme Executive – Level D

Reference: DS.16

Candidate
Information
Booklet

We're interested in you becoming involved in SEAI. We want people who are driven towards climate action in this country.

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About Us

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.

We are committed to enhancing our customers' experience, ensuring we understand our customers and deliver best-in-class services that meet their needs and expectations. We aim to deliver an easy, excellent and accessible customer experience and place our customers at the heart of everything we do.

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. To find out more about us as an organisation, click [here](#).

Our culture in SEAI is defined by our values. These values define the way in which we strive to behave and act. SEAI's values include being **Passionate, Innovative, Courageous, Collaborative**, respecting the **Trust** you placed in us and recognising the importance of technical **Expertise**.

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.

Position Profile

Title of Position: 2025/DS.16 Programme Executive – Website & Analytics

Starting Salary: €51,511 pa

(Other arrangements may apply if coming directly from another civil or public service body)

Blended Working: Details available within booklet.

Tenure: 5-year fixed term contract.

Head Office: 3 Park Place, Hatch Street Upper,
Dublin 2, D02 FX65, Ireland
www.seai.ie

Work Location: Dublin.

Role Profile: We have an exciting opportunity in the Digital Marketing Team in the Communications Department.

The Communications Department 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 a digital marketing team, a marketing communications team, and a dedicated marketing campaigns team for home energy upgrades.

Reporting to the Digital Marketing Manager, this role will manage, optimise and enhance SEAI's website to maximise organisational goals. The successful candidate will work collaboratively across SEAI to meet the needs of different internal and external audiences, while continuously looking at ways to improve engagement, lead generation and user experience. The role demands excellent knowledge of current and emerging digital technologies to ensure that SEAI maximises its reach and business opportunities. The successful candidate should be data-driven, highly organised and experienced in website management.

This position will play a key role in the Communications Department and the successful candidate will join an enthusiastic and innovative team who are committed to the high-quality delivery of SEAI's communications activities contributing to the achievement of the Authority's business objectives.

Throughout SEAI, we believe in being welcoming, diverse and inclusive in our workplace, and in the services that we deliver, where we are respectful and value different experiences and perspectives. We are committed to achieving this for the benefit of all who work with SEAI and for all whom we support through our services.

If reasonable accommodation is needed to participate in the job application or interview process, please contact Clare Anoop on 01-808-2044 or clare.anoop@seai.ie.

Key Responsibilities, Knowledge and Skills

Responsibilities

The responsibilities of the role 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:

Website management and optimisation

- Oversee website performance, security and updates.
- Work with the Digital Marketing Manager to ensure business resilience for the site, through good management and governance.
- Apply SEO best practice to increase organic visibility.
- Manage all PPC campaigns for web.

Support for Content Editors and Owners

- Reply to, troubleshoot and resolve website issues.
- Support SEAI website content editors and owners with frequent content publishing.
- Host regular CMS training for new and existing content editors.

Stakeholder management and project delivery

- Work with internal stakeholders to scope and develop business cases for new web projects.
Act as the key contact for web projects
- Manage relationships, including weekly WIP meetings, with SEAI's appointed supplier(s) to ensure timely and on budget delivery of all web projects.
- Work closely with Digital Marketing Manager on risk analysis and evaluation for web service and projects.

Analytics and Insights

- Monitor, assess, and report on website performance using GA4.
- Provide key actionable insights / reports to improve user experience.
- Work closely with the Marketing Campaigns team to ensure all campaigns are tracked.
- Ad hoc duties as may be assigned.

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.

Knowledge & Skills

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

- Excellent understanding of all aspects of web management and governance including CMS platforms, SEO, content creation; writing for web; PPC; relevant regulations and standards on data protection and accessibility.
- Proven project management and organisational skills.
- Excellent communications and creative skills.
- A capacity to build positive working relationship with colleagues and external stakeholders; to work in multi-disciplinary teams and to network effectively.
- A proven proactive approach to achieving results, including managing scope, time, risk assessment, cost, and quality.
- Strong analytical, problem-solving, and interpretive skills with an ability to think strategically and use sound judgement on complex issues.
- Ability to work on own initiative.
- Well-developed IT skills.

Experience and Qualifications

ESSENTIAL REQUIREMENTS

The successful candidate must be able to demonstrate:

- A degree (a minimum of NFQ Level 7 or greater) in Marketing, Digital Marketing, Web Design / Development or relevant related discipline.
- Minimum three years' directly relevant experience working in a comparable role leading the management of a substantial online web presence for a large organisation.
- Expertise in using website content management platforms for high quality content publishing.
- Proven experience in project management, web analytics (GA4) and reporting.
- Excellent communication skills (written and oral), including report writing, presenting, and public speaking.
- Well-developed IT skills (Word, Excel, PowerPoint, SharePoint).

DESIRABLE REQUIREMENTS

- Knowledge/ experience of working in the Public Sector.
- Experience using Drupal CMS.
- People management experience.

How to Apply

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 minorities and people with disabilities.

Submission Applications should be submitted in the form of a cover letter (max of two pages) demonstrating how the applicant meets the requirements for this role as set out in this booklet together with an up-to-date Curriculum Vitae (CV). Both documents should be submitted via the candidate portal on the SEAI careers [website](https://www.seai.ie/careers/open-roles) www.seai.ie/careers/open-roles

Eligibility to Work The SEAI has a legal obligation to ensure that all employees are lawfully entitled to work in Ireland. To qualify, candidates must hold a valid visa on the date of application and where applicable to support a candidate's application, candidates must submit a valid work permit/visa confirming permission to work in Ireland when requested. Failure to submit the required evidence, and failure to hold a valid permit/visa during the period of the contract, will result in the application and/or contract of employment being rendered void.

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

Closing Date Your application must be received by **midnight on Tuesday 13th May 2025**.

Applications will not be accepted after this time and date. All applications will be acknowledged by email within three working days. If you do not receive an acknowledgement within three working days, please contact recruitment@seai.ie

Shortlisting 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 for this role. The candidates whose applications, in the expertise of the interview panel, appear best suited to the position will be shortlisted for interview.

Interview

An interview process will be held with an interview panel in accordance with SEAI arrangements for posts at this level. Shortlisted applicants will be invited to attend for 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 or online, as appropriate.

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.

Prior to recommending any candidate for appointment to this position, SEAI will make all such enquiries deemed necessary to find that candidate's suitability. Until all stages of the recruitment process have been fully completed, a final decision cannot be made.

Persons with disabilities invited to interview who anticipate needing accommodations or who have questions about physical access may call Clare Anoop on 01-8082044 or email clare.anoop@seai.ie.

Key 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.

- Team Leadership
- Analysis and Decision Making
- Management and Delivery of Results
- Interpersonal and Communication Skills
- Specialist Knowledge, Expertise and Self Development
- Drive and Commitment to Public Service Values

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.

Deeming of Candidate 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 regarding any matter relevant to their candidature, will have no further claim to consideration.

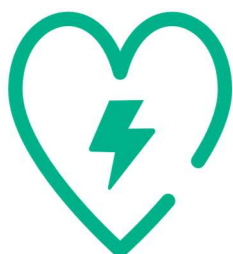
Feedback

Feedback will be provided to interviewees 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).

SEAI Values



Passionate

We are enthusiastic about our role in working towards a sustainable energy society. We channel our passion and commitment into the way we operate to ensure that we will deliver for all of Irish society



Courageous

We understand the scale of Ireland's energy challenge and accept our role in meeting this challenge. We understand that every one of us has a part to play in delivering the energy changes that Ireland needs.



Innovative

We know that existing technologies and processes alone will not allow us to realise a fully sustainable energy society. We are continually learning, seeking new solutions, and constantly adapting to meet the demands of our fast-changing environment.



Trusted

We appreciate the trust placed in us by citizens, communities, business and Government. Without it we could not deliver on these objectives. We respect this trust and seek to maintain it by obtaining transparently, working with integrity, holding ourselves accountable and functioning independently.



Experts





We recognise the importance that technical expertise lays in achieving a sustainable energy future. We seek to further enhance this expertise within SEAI through research, critical thinking, consultation, listening, analysis and delivery.



Collaborative

We will not succeed by operating in isolation. We actively look to work with all those in Irish society; listening to ideas and concerns, incorporating feedback and looking to support every individual, community and business in Ireland to be a part of the sustainable energy revolution.

Employee Value Proposition

<h2>Benefits</h2> 	<ul style="list-style-type: none"> • Modern Dublin HQ located centrally and accessible with many transport options. • Regional office in Cork, Dundalk, and Sligo. • Hybrid working model (up to two days in office, three days remote with option for 1-month remote p/annum) • Employee Assistance Programme • Cycle to work scheme. • Range of 23-30 days annual leave, depending on role & company date (Good Friday).
<h2>Culture</h2> 	<ul style="list-style-type: none"> • Purpose led organisation with passionate experts invested in making an impact. • Employee centred, value driven team environment. • Strong focus on Equality, Diversity, and inclusion (EDI) • Employee driven committees including Green Team, EDI, Social etc. • Focus on work life balance and flexibility
<h2>Compensation</h2> 	<ul style="list-style-type: none"> • Competitive and transparent salaries and salary scales. • Annual increments. • Obligatory pension schemes with Additional Voluntary Contribution option. • Financial support towards further education and study and exam leave. • Supportive illness policies and pay for different circumstances including Income Continuation Plan. • Good Gender pay balance.
<h2>Career</h2> 	<ul style="list-style-type: none"> • Successful track record of internal promotions. • Numerous different career paths across the organisation. • Training and mentoring programmes. • Investment in individual learning and development. • Leadership training and development.

Conditions of Service

Tenure:	This position will be offered on a 5-year Fixed Term contract basis.
Salary Payment Arrangements:	<p>The Level D salary scale for this position effective from 1st March 2025 is as follows: €51,511 to €75,762 (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.</p> <p>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.</p> <p>Different terms and conditions may apply if you are currently a serving civil or public servant.</p>
Location:	The place of work will be based at one of the SEAI offices as listed on cover page. 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, the 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.
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, and failure to hold a valid permit/visa during the period of the contract, will result in the application and/or contract of employment being rendered void.

Those not eligible to apply for the role

Former Irish Public Service Employees - Certain Restrictions on Eligibility. Eligibility to apply for a position may be affected where applicants were formerly employed by an Irish Public Sector body and previously availed of an Irish Public Service Redundancy or Incentivised Retirement Scheme including the below. For details on restrictions click [here](#).

- Collective Agreement: Redundancy Payments to Public Servants
- Incentivised Scheme for Early Retirement (ISER)
- Department of Health and Children Circular (7/2010)
- Department of Environment, Community & Local Government (Circular Letter LG(P) 06/2013).

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.
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.
Standard Checks:	<p>Any offer of employment made to a successful candidate will be subject to satisfactory reference verification and satisfactory verification of academic and professional qualifications.</p> <p>SEAI commits to treat all the information or documents received under GDPR guidelines.</p>
Garda Vetting:	SEAI is set up with a registered organization for Garda vetting purposes. You may be asked to make an application to be vetted.
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>

