

Learning Assignment

Roles

BORD BIA
IRISH FOOD BOARD

TALENT ACADEMY

Where do you fit in?

International Markets:

- Based in one of the Bord Bia overseas offices (e.g. Madrid, London, Paris, Dusseldorf, Milan, New York, Shanghai, Tokyo, and more).
- Supporting Dairy, Meat, Seafood, Prepared Consumer Foods, and Alcohol client companies through disseminating 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/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 your 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.
- Assisting with budgeting and Invoicing.
- Compiling Market Reports.
- Coordinating Inward Buyer visits, Journalist visits, and Farmer Education Tours.
- Organising physical and virtual events/webinars for clients and stakeholders.

Talent:

- Supporting our Industry Talent Manager with planning and delivery of our four Talent programmes including recruitment initiatives, marketing, onboarding and off boarding.
- Organise and attend career fairs on behalf of Bord Bia Talent Academy.
- Assist in budget administration such as creating PO and Invoices and monitoring progress.
- Develop our Talent Academy Alumni group, providing research and recommendations for activities and assisting in event organising.
- Support in marketing campaigns including, dealing with external agencies, creating content, and developing ideas for brand awareness.

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, and 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, and responding to media queries.
- Monitoring media, i.e. manage relationship with the media monitoring agency, track daily coverage, and 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, and 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 programmes by working closely with the EU Team & overseas 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 client 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 - 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 offices, 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.

Human Resources:

- Communication on & organisation of Learning & Development Programmes & Training requisitions.
- Support in Learning Management Systems administration.
- Coordinating and management of employee onboarding.
- Assisting with the NDA, D&I, and Action Plans.
- Delivering Operational HR Support dealing with employee queries.
- Assist with budget administration including invoicing and purchase orders.