

Applicant Pack

Communications Events Executive

Fixed Term Contract

About Safefood

Safefood is a North-South body, responsible for the promotion of food safety and healthy eating on the island of Ireland. It was established in 1999 under the terms of the British-Irish Agreement Act 1999 and the North-South Co-operation (Implementation Bodies) Northern Ireland Order 1999.

The governing legislation confers the following specific functions on the organisation:

- Promotion of food safety
- Research into food safety
- Surveillance of foodborne disease
- Promotion of scientific co-operation and laboratory linkages

In addition to these specific functions, Safefood has a general remit to act as an independent source of scientific advice.

What we do

Safefood works in four key areas: food safety, research, nutrition and healthy eating, and communications.

Food Safety

To ensure the ongoing protection of public health, Safefood is tasked with the promotion of awareness and knowledge of food safety issues and concerns among the public, professionals with an interest in, or responsibility for, food safety, and the food industry. To that end, Safefood arranges public awareness campaigns, conferences, training and strategic support and guidance. As responsibility for the provision of safe food is shared among producers, processors, distributors at all levels, caterers and the general public, the agency works with many different partners and collaborators across the island of Ireland.

Research

Food safety policies are underpinned by comprehensive access to current, accurate, high-quality scientific information. In order to address gaps in scientific knowledge related to food safety and to facilitate timely decision-making on emerging issues, safefood aims to undertake appropriate research and knowledge gathering.

Our research office is supported by Safefood's Advisory Committee, which brings together experts and representatives with a broad range of professional expertise, experience and backgrounds who can provide strategic and technical advice and guidance. The research office aims to commission research and is responsible for the subsequent monitoring and dissemination of research information.

Communications Events Executive (FTC)

Nutrition and Healthy Eating

Safefood has a legislative role in 'providing food safety advice and guidance, including advice on nutritional aspects of various foods. It requires safefood to participate actively in the field of nutrition. Nutrition related issues, in particular, obesity is among the key public health threats facing all developed countries. This is a considerable challenge facing society across the island of Ireland and a multi-sectoral, interdisciplinary approach is required. Given safefood's all-island remit, it is uniquely placed to make a valuable contribution in tackling obesity and other nutrition related issues on an all-island basis. Over the past years safefood has developed key partnerships and collaborations with nutrition stakeholders on the island of Ireland. Safefood will continue to adopt a complementary and collaborative approach in the area.

Communications

The Communications Directorate is responsible for promoting the organisation's key messages of food hygiene, food safety and nutrition through the development of targeted public awareness and educational campaigns. The aim of these campaigns is to raise awareness of important public health issues and to encourage changes in consumer behaviour. Safefood's messages are based upon solid scientific data and consumer research to assess the needs of the population on the island of Ireland. These messages are delivered through traditional and new media outlets such as social media, consumer and stakeholder events, sponsorship, advertising, direct marketing, public relations and communication with industry and stakeholders. Safefood places people at the centre of its communications activities when communicating messages of food safety, food hygiene and nutrition on the island of Ireland. We regularly carry out research to determine issues that are of importance to our target audience. These research findings inform our campaigns and are communicated with the public. Through our public awareness and educational campaigns, we aim to educate people about the importance of hand washing, the correct storage, preparation and cooking of food, our rights in relation to food hygiene and safety, food supply chains and the importance of healthy eating.

The Role

Job Title: Communications Events Executive

Grade: HEO

Post Type: Temporary Fulltime (7 month FTC)

Location: Dublin

Directorate: Communications

Remuneration: €56,047- €68,158

Reporting to: Director of Communications

Leave allowance is 29 days per annum (30 days after 5 years), plus 10 Public / Bank Holidays.

The Job Holder will combine working in Safefood's office on Abbey Street Lower, Dublin 1 with working remotely (at home). Occasional travel within Ireland including spending time in the Cork office headquarters may be required to fulfil the requirements of the role.

Normal working hours are 9.00am – 5.00pm Monday to Friday. Flexible and Blended (Hybrid) Working.

Career Development

At Safefood we believe in investing in our people, encouraging them to achieve a work-life balance while providing support for personal and professional development.

- We offer a wide range of learning and development opportunities to support you throughout your career.
- We provide study and financial support to encourage lifelong learning, as well as assisting you with the costs of professional membership fees.

Work Life Balance

In line with comparable Irish Civil Service Terms and Conditions, Safefood offers staff several leave options which support our people through various stages of their life. We have also developed a range of flexible working practices to make it easier for our employees to have a balance between the demands of work and their personal life.

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These include:

- Competitive annual leave and public holidays.
- Blended (Hybrid) Working.
- Flexible Working including Flexitime.
- Career breaks.

Additional Financial Benefits

- Attractive pension scheme where you will pay a rate of between 4.6% and 7.35% depending on your salary.
- Full Payment top up for maternity / paternity / adoptive leave (subject to terms and conditions).
- Overtime rates are available to employees who work beyond their normal working hours according to their terms and conditions.

Employee Wellbeing

- Free, confidential counselling and support to employees 24/7 through our Employee Assistance Programme (EAP).
- VDU Eye Examinations and a contribution towards frames if recommended
- Flu vaccinations
- Bike to Work Scheme

Job Description

JOB TITLE	Marketing & Communications Executive
SCALE	€56,047 – €68,158
REPORTS TO	Director of Communications
LOCATION	Dublin; however, as Safefood is an all-island body there will be a requirement to travel from time to time.

JOB PURPOSE

The Communications Events Executive, reporting to the Director of Communications, shall be responsible for the planning, development and implementation of Safefood's event management, direct marketing and partnership activities. They will contribute to the development of the communication strategy in line with Safefood's business objectives. They will also develop and maintain relationships with Safefood's various stakeholders to support Safefood's communication programmes. They will demonstrate an ability to develop, monitor and evaluate the success of programmes and suggest and implement key improvements.

DUTIES AND RESPONSIBILITIES:

1. To plan, develop and implement effective communication activities for various virtual, physical and hybrid conferences, exhibitions and events on the island of Ireland
2. To plan and develop and implement Safefood's direct marketing activities
3. To design communications relating to events, direct marketing and stakeholder engagement.
4. To apply communications best practice and behavioral science to all activities.
5. Managing external agencies (advertising agencies, design agencies, event management) against set KPIs to ensure value for money.
6. To work closely with the digital marketing team and PR team to develop digital and social media support for events and stakeholder engagement
7. To evaluate all events, direct marketing and partnership programme activities.
8. Database development and management, including use of Customer Relationship Management systems.

9. To represent Safefood at both regional and national committees and working groups and events.
10. Management of allocated budgets to support various communication programmes.
11. Other duties as assigned.

This list is not an exhaustive list and you may be required to take on other tasks and duties for the proper and effective performance of your role. Your role will change as the needs of the business change and you will be required to adapt to these changes and to develop your role going forward.

Person Specification

Essential Criteria - Education/Qualifications & Experience

- A third-level qualification or Professional Qualification in Marketing, Event Management, Public Relations, Communications or equivalent.
- At least 3 years' experience relevant to the role within the public, private, voluntary or community sectors.

Essential Criteria - Required Competencies

Management and Delivery of Results

- Takes responsibility and is accountable for the delivery of agreed objectives
- Successfully manages a range of different projects and work activities at the same time
- Structures and organises their own and others work effectively
- Is logical and pragmatic in approach, delivering the best possible results with the resources available
- Proactively identifies areas for improvement and develops practical suggestions for their implementation
- Demonstrates enthusiasm for new developments/changing work practices and strives to implement these changes effectively
- Applies appropriate systems/ processes to enable quality checking of all activities and outputs
- Practices and promotes a strong focus on delivering high quality customer service, for internal and external customers

Interpersonal and Communication Skills

- Builds and maintains contact with colleagues and other stakeholders to assist in performing role
- Acts as an effective link between staff and senior management
- Encourages open and constructive discussions around work issues
- Projects conviction, gaining buy-in by outlining relevant information and selling the benefits
- Treats others with diplomacy, tact, courtesy and respect , even in challenging circumstances
- Presents information clearly, concisely and confidently when speaking and in writing
- Collaborates and supports colleagues to achieve organisational goals

Judgement, Analysis & Decision Making

- Gathers and analyses information from relevant sources, whether financial, numerical or otherwise weighing up a range of critical factors
- Takes account of any broader issues, agendas, sensitivities and related implications when making decisions
- Uses previous knowledge and experience in order to guide decisions
- Uses judgement to make sound decisions with a well-reasoned rationale and stands by these
- Puts forward solutions to address problems

Team Leadership

- Works with teams and individuals on events to facilitate high performance, developing clear and realistic objectives and addressing and performance issues if they arise
- Provides clear information and advice as to what is required of the team
- Strives to develop and implement new ways of working effectively to meet objectives
- Is flexible and willing to adapt, positively contributing to the implementation of change

Desirable Criteria - Education/Qualifications & Experience

- Demonstrable experience in event management and coordination.
- Demonstrable experience in stakeholder engagement and development.

Additional Information

Safefood is committed to equality, diversity and inclusion throughout its work. Safefood is required to comply with Equality and Human Rights legislation in both Ireland and Northern Ireland with equality objectives and commitments mainstreamed into its main strategic and operational business plans. It is fully committed to fulfilling these obligations through a proactive approach to equality and human rights issues in all aspects of its work and by providing a working environment that is free from unlawful discrimination, victimisation or harassment.

Safefood's Disability Action Plan 2021–2025 outlines measures to ensure that equality of opportunity is achieved, with regular monitoring and reporting on progress towards delivering on these commitments submitted to the Equality Commission (NI). Regular training in equality, diversity and inclusion is provided to all staff to encourage awareness of disability and equality issues and safefood actively encourages people with disabilities to apply for roles in the organisation.

Safefood is committed to meeting our environmental and sustainability obligations to combat climate change by driving down our energy and carbon impacts. We have implemented several initiatives across our offices as part of our Climate Action Plan to recycle, reduce waste, and minimise paper usage. Additionally, by embracing hybrid working arrangements and technology, we have reduced the environmental footprint of our office spaces and lessened the need for many of our employees to commute and travel. We will continue to explore other opportunities that will support our efforts to meet our future commitments to combat climate change.

The Recruitment and Selection Process

How to Apply

You must e-mail your CV, a Cover Letter and the Personal Details Form to recruit@safefood.net.

Applications will not be considered if all three documents are not submitted.

Candidates should endeavour to address how they meet both the essential experience and the competencies outlined in the Person Specification in their covering letter. This should be a maximum of one A4 page and must be typed.

The CV should give relevant education details / qualifications and career history and ideally should be no longer than two pages.

You can download the Personal Details Form from this page: <https://www.safefood.net/About-us/Careers/marcoms-exec>

It is important that you complete all sections of the Personal Details Form. On completing the Form with your details, please save a copy and e-mail the Form together with your CV and covering letter to recruit@safefood.net

All applications must be received by **12 noon on Friday 24th October 2025.**

Applications received after this date and time will not be accepted. Please note that there may be a time delay in receiving e-mail applications. Therefore, we recommend that a minimum of one hour be allowed for your application to reach recruit@safefood.net

For more information regarding the Recruitment & Selection procedure at safefood please also read the Candidate Briefing Notes.

Timetable

The anticipated timetable is as follows:

Advertisement:	22 nd September 2025
Closing date for applications:	24 th October 2025
Shortlisting:	Week Commencing 27 th October 2025
Interviews:	Week Commencing 3 rd November 2025

Please note that these time frames are indicative and are provided to support all candidates in their preparation / planning for this recruitment assignment.

Reserve List

Safefood operates a reserve list which will be used to cover vacancies that may arise for this or similar roles within the following 12 months.

Further Information

Applications on a secondment basis will be considered provided you have prior agreement from your current organisation / line manager.

Further information about safefood can be gained by visiting our website: www.safefood.net

Should you have any further queries about the recruitment and selection process please call Human Resources on +353 (0) 86 601 6002 or email recruit@safefood.net

Key Terms and Conditions of Appointment

Salary Scale

The current salary scale ranges from €56,047 – €68,158 per annum.

Please note that the salary quoted is a salary scale. **Entry will be at the minimum of the scale and the rate of remuneration will not be subject to negotiation and may be adjusted from time to time in line with Government pay policy.** Subject to satisfactory performance, increments may be payable in line with current Government Policy.

Different terms and conditions may apply if, immediately prior to appointment, the successful candidate is a serving civil or public servant.

Hours of Work

Normal working hours are 9.00am to 5.00pm, Monday to Friday. The working week is 35 hours. However, on occasions, staff will be requested to work additional hours as the needs of the business dictate.

Holiday Entitlement

Current holiday entitlement is 29 days' annual leave increasing to 30 days' annual leave upon 5 years' service. safefood also recognises 10 public holidays.

Pension

Safefood participates in the North South Pension Scheme. Current employee contribution rates are 5.45% for this grade of post.