



Role advertised: Communications and Projects Executive (Marketplaces and eCommerce)

Specialisation: Consumer Goods and eCommerce

Job Reference: 2021002 **Contract Type:** Full-time

Location: Dublin

Reports to: Head of Marketing and CX

About GS1 Ireland

A better world for everyone through the full adoption of GS1 standards

GS1 is the organisation behind the barcode found on almost every product sold in stores across the world. However, GS1 is not just about barcodes; in fact, we offer a broad range of supply chain standards and services to help organisations and supply chain run more efficiently and effectively. *Find out more about GS1 at <https://www.gs1ie.org/about/>*

We deal with companies across a diverse range of traditional industries such as consumer goods, food and beverage, pharma and medical devices, as well as new and strategically important sectors including construction and online marketplaces. Such is the drive for businesses to move online and to leverage opportunities with marketplaces such as Amazon, eBay, Google and Facebook that we are now recruiting an Executive to support our activities in this area.

Purpose of Role

As our **Communications and Project Executive** you will be working in a cross functional environment with colleagues from both the Marketing and Industry Engagement teams. The purpose of this role is to help tell the story of the benefits of GS1 standards in a creative and compelling way across the full consumer goods supply chain, with a particular emphasis on eCommerce and marketplaces as the target sales channels. Are you interested in being part of that drive to change?

Day-to-day you will actively promote and support the implementation of GS1 standards in this sector through project support, partner collaboration, content development and delivering engaging communications campaigns.

This role requires prior experience in dealing with marketplaces and preparing products for sale online. Familiarity with the product listing process and associated data requirements is expected. The role has some technical aspects, and the successful applicant must have an aptitude to understand and adapt technical language into content suitable for the target audiences.

As a person you are pro-active and results-oriented, and someone that is passionate about making a tangible contribution to GS1 and its members.

Essential Duties and Responsibilities

- Be an active team player in efforts to increase the use of GS1 standards (identifiers, barcodes, RFID & related solutions and services) by sellers and marketplaces,



- Support the Industry Engagement Team with the coordination of development projects and contribute to the delivery of initiatives agreed with relevant Partners in our Solution Provider Programme,
- Assist the Industry Engagement Team to build and maintain relationships with key stakeholders, to grow awareness and advocacy of the benefits of standards deployment,
- Develop a clear understanding of the key challenges and needs of our members in terms of selling online, through market research, engagement and feedback surveys,
- Create and deliver communications support for Irish GS1 members making the transition to online sales channels,
- Develop and maintain a full suite of marketing collateral, articles, presentations, videos, blog posts and newsletters to support team activities throughout the year.

Education and Experience

- Graduate degree in a relevant discipline such as Marketing, Business or IT,
- At least 2-5 years' experience in a technical or business-related role in the eCommerce or Marketplace arena,
- Knowledge of GS1 standards and their application in the consumer product supply chain would be a distinct advantage,
- Fluency in English, oral and written is mandatory.

Skills Required

The ideal candidate should have the following skills:

- Highly motivated and innovative individual,
- Self-disciplined, well-organised, with a flexible approach to work and ability to tackle assignments with enthusiasm,
- Customer focused, with strong interpersonal skills and the ability to form excellent working relationships with colleagues, members and industry representatives,
- Excellent planning, time management and organisational skills and the ability to set deadlines and targets and consistently meet them,
- Proven oral, written and face-to-face communications skills,
- Strives to obtain further learning and relevant qualifications to support personal aspirations and work objectives.

Travel Requirements

The GS1 Ireland office is based in Dublin 4 and the role includes some travel within Ireland and occasionally within Europe. *In line with current COVID-19 restrictions all team members are currently working from home.*

How to apply: Please apply by email with both a current CV and a cover letter outlining your suitability for the role. Application should be sent for the attention of Maria Svejdar, GS1 Ireland, maria.svejdar@gs1ie.org with the job reference **2021002 Communications and Projects Executive (Marketplaces)** marked in the subject field.

*All applications will be treated **promptly** and with **strict confidentiality**.*