

## ***safefood Research Fellowship in Social Marketing***

### **Whitaker Institute**

### **Ref. No. NUIG 121-18**

Applications are invited from suitably qualified candidates for a full-time fixed term position as a safefood Research Fellowship in Social Marketing with Marketing Discipline at the National University of Ireland, Galway.

This position is funded by **safefood** and is available from September 1st 2018 to contract end date of August 31st, 2021.

Combining research and knowledge from business, marketing, public policy and the social sciences, the Social Innovation, Participation and Policy unit (SIPPs) researches pressing societal problems, like obesity, antibiotic resistance, public transport, and sustainable marine resources. The group looks for community and collective initiatives that bring positive systemic change. It combines policy insight, stakeholder engagement and public sector expertise to develop innovative policy solutions, improved governance systems, and the capacity of the public to influence those who make decisions affecting their lives and well-being. For further information, see <http://whitakerinstitute.ie/research-cluster/social-innovation-policy/>

### **Job Description and Duties**

The successful Research Fellow will:

#### **1. Research Function**

Coordinate all market research, quantitative and qualitative for **safefood** including the planning, development and analysis of the results.

#### **2. Website Development**

Assist with the co-ordination of the web publishing team

Assist in the development and publishing of material on the **safefood.eu** website Provide assistance in the management of **safefood's** other web projects as appropriate

#### **3. Development of other communications materials**

Assist in the development of healthy eating and food safety consumer material to be delivered through a range of sources including website, educational setting materials and print.

Provide additional social marketing knowledge to the marketing and communications team when appropriate.

Conduct systematic literature reviews, suitable for publication in a top tier peer-reviewed journal.

### **Qualifications/Skills required:**

#### **Essential Requirements:**

- Candidates must hold a Masters in Marketing or Business Studies and be able to clearly demonstrate that they have studied social marketing in either the Masters or Degree qualification.

- Specific competencies such as team work, managing projects and communication of information should be demonstrated in the application as well as some experience of and using quantitative, and ideally, qualitative research methodologies.
- Social media knowledge and skills.

**Desirable Requirements:**

- Practical experience of social marketing and/or public health promotion campaigns

**Employment permit restrictions apply for this category of post**

**Salary:** €20,000 to €24,000 per annum

**Start date:** Position is available from September 1<sup>st</sup>, 2018.

**Continuing Professional Development/Training:**

Researchers at NUI Galway are encouraged to avail of a range of training and development opportunities designed to support their personal career development plans.

Further information on research and working at NUI Galway is available on [Research at NUI Galway](#)

For information on moving to Ireland please see [www.euraxess.ie](http://www.euraxess.ie)

Further information about school/centre is available at [www.nuigalway.ie/marketing](http://www.nuigalway.ie/marketing)

Informal enquiries concerning the post may be made to Dr. Christine Domegan at [christine.domegan@nuigalway.ie](mailto:christine.domegan@nuigalway.ie)

**NB:** Garda vetting is a requirement for this post (as appropriate to Child Protection Policy)

**To Apply:**

Applications to include a covering letter, CV, and the contact details of three referees should be sent, via e-mail (in word or PDF only) to Dr. Christine Domegan: [e-mail christine.domegan@nuigalway.ie](mailto:christine.domegan@nuigalway.ie) Please put reference number **NUIG-121-18** in subject line of e-mail application.

**Closing date for receipt of applications is 5.00 pm on Thursday July 12<sup>th</sup>, 2018**

**Interviews are planned to be held on Monday July 23<sup>rd</sup>, 2018 in NUI Galway.**

National University of Ireland, Galway is an equal opportunities employer.

All positions are recruited in line with Open, Transparent, Merit (OTM) and Competency based recruitment

