



CopyClear is recruiting a Clearance Manager to work with the team as a Consultant.

About the CCCI

CCCI, now trading as CopyClear, was developed by the drinks and advertising industries as a positive response to the concerns of the Department of Health and Children about the content of some advertising and its appeal to children (i.e. under 18's). The model developed for CopyClear demonstrates how self-regulation in the area of alcohol advertising can work effectively.

Our mission is to ensure that alcohol advertising gets into campaign in a way that is compliant with all the codes that operate in this marketplace. We measure our success in the following ways:

1. Zero upheld consumer complaints regarding alcohol advertising.
2. Strong, collaborative relationships with our Clients, their agencies and numerous industry stakeholders including the Advertising Standards Authority, Alcohol Beverage Federation of Ireland and so on.
3. That CCCI is perceived as an effective and relevant organization and a best in class example of self-regulation in practice.

How we try to do this is by offering clear and actionable advice which is based on our understanding of the codes as well as our understanding of assessing marketing communications. More information on **www.copyclear.ie**

Following recent changes in our existing resource, we are looking for an experienced professional to join our team. The service is operated over two working days, Tuesday and Thursday morning until 2pm. Working with our existing managers, the successful candidate will help to manage and operate the CopyClear pre-vetting service on a weekly basis and will play a pivotal role for Brand Managers, Marketing Managers, CSR Managers and senior advertising Account Directors, Planners and Creative Teams who are responsible for taking a brand idea from a piece of paper to a multi-media, integrated marketing communications programme.

This role therefore, requires:

1. An intimate understanding of how advertising works – from strategy, to idea and from idea to execution.

2. An ability to engage in robust analysis of advertising ideas, to interpret nuances and anticipate a range of varying and possible consumer take-outs
3. An ability to communicate and explain adjudications to our Clients in a way that is clear and well-supported.
4. An ability to be solutions-focused and to work closely with our Clients and stakeholders to help them achieve their advertising objectives in a way that is code compliant.

To be successful in this role, we are looking for someone who:

- Is a respected and credible individual.
- Has strong ties in our industry with experience on the agency and/or client side.
- Has experience in developing and executing advertising content across a range of media (TV, Radio, Print, Outdoor, Digital/Social and Experiential).
- Has excellent communications skills and an ability to communicate points of view coherently and compellingly.
- Has a keen awareness of the issues facing the drinks industry.
- Is confident and mature.
- Is open, collaborative and flexible.
- Is motivated by the opportunity to apply their expertise to doing work that is important for the future safe-guarding of our industry.
- Experience in social media advertising is a requirement
- An understanding of compliance would be an asset

The position is offered on the basis of approximately two six hour days per week for 26 weeks over a 12 month period. The weeks will be agreed in advance and will be scheduled to suit individual managers where possible. Fee to be discussed at contract stage.

If you would like to apply please send your CV and a cover letter by explaining your professional experience and how it would apply to the role to by **Wednesday Oct 15th 2014** :

CopyClear Executive
c/o IAPI 8 Upper Fitzwilliam Street
Dublin 2.

If you would like to speak to any of the current CopyClear managers about what the work involves please contact clearance@CopyClear.ie or tel 676 4876 Tuesday or Thursdays to speak to any of the current managers; Lynne Tracey, Eoghan Nolan or Joe Clancy.

ENDS