
Job description

Date: 6 August 2018

Department: City and Organisational Strategy

Post number: 1794 was 1688

Section: Marketing and Corporate Communications

Job title: **Marketing and Brand Manager**

Grade: PO9

Main purpose of job

Reporting to the Head of Marketing and Corporate Communications, the post-holder will support Belfast City Council (BCC) in its city leadership role to develop and implement a successful city brand framework for the city – a narrative, brand identity and competitive strategy for Belfast.

The post holder will have responsibility for:

- Ensuring success of the city brand and acting as a guardian for BCC brand and marketing collateral.
- Acting as the guardian of the Belfast city brand framework and managing its roll out, development and implementation, across the Council and stakeholders.
- Leading a team of graphic designers and marketers.
- Acting as a media spokesperson in the absence of the Head of Marketing and Corporate Communications and the Campaigns Press and Social Manager.
- Contributing to the build of an integrated City and Organisational Strategy Department and as a key player, working collaboratively with senior managers in the marketing and communications function, to ensure a flexible, integrated approach to campaigning and contributing to the overall Marketing and Communications Strategy.
- Deputising for the Head of Marketing and Corporate Communications within the post holder's sphere of responsibility when appropriate.

Summary of main duties and responsibilities:

1. Support the development of the Belfast brand strategy and plan, encompassing the social, economic, investment, tourism and cultural offering the city can provide.
2. Be an ambassador for the Belfast city brand framework and develop and recommend ways to develop and improve implementation and reach of the city brand framework over time. Work with partner organisations to influence the use of the city brand framework within their profile, communications, activities and business objectives.
3. Identify key council and non-council projects that could be improved by applying the Belfast proposition and brand and developing a programme to bring this to fruition.
4. Develop and manage joint budgets for multiple projects in accordance with council policies, financial regulations and standing orders to ensure the unit objectives are met within budget.
5. Commission specific pieces of work as required in line with council policies and procedures.
6. Facilitate and support meetings of the external multi-sectoral City Brand Board and internal group.
7. Coordinate meetings of the Belfast ambassadors on a bi-monthly basis.
8. Develop an extensive network of media buying contacts, locally, regionally and nationally. Work closely with the Campaigns Manager to ensure an extensive network of relevant press contacts.
9. Manage the production of council marketing collateral, ensuring an appropriate distinction with council tone of voice and city brand. Oversee the planning, production and distribution of all printed materials produced by council including the council's residents' magazine *City Matters*, in a value for money way and evaluate its effectiveness taking into account its role in the delivery of the Belfast Agenda.
10. Build relationships with existing and new key partners and internal and external stakeholders to gain their buy in and momentum to the Belfast city brand framework – the city's "story" and proposition.
11. Develop, promote and extend a 'Belfast Ambassador' scheme, increasing the number and portfolio of champions contributing to the scheme.
12. Deal with the media when appropriate, keeping up to date with relevant media issues and when required managing proactive and reactive media issues inside and outside hours.
13. Actively promote through presentations and a range of media channels the Belfast city brand framework and the Belfast story and proposition to a range of audiences within and outside the city.
14. Develop a range of 'city brand' collateral and media guidance for use by all key partners and stakeholders.

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15. Identify sponsorship opportunities and oversee the development and implementation of corporate guidelines in relation to advertising in council publications with a view to generating income if appropriate.
 16. Monitor the appropriate use of the visual identity and storybook and associated guidance and ensure that they are used appropriately.
 17. Develop and manage a resource of photography for the city framework and oversee its use by partners and stakeholders.
 18. Assist in the development of a business plan for the section to ensure the delivery of an effective and efficient service, ensuring that the section contributes to the achievement of the council's corporate plan, strategic objectives and key priority issues.
 19. Assist in the preparation of the revenue estimates for the section and manage and monitor expenditure in the budgets assigned.
 20. Assist in developing marketing and brand development programmes and related training across the organisation in conjunction with other corporate units and departments.
 21. Continually benchmark against similar organisations and regularly examine best practice to ensure that Council are leading in innovative marketing and brand communication practices.
 22. Undertake such other relevant duties as may from time to time be required.
 23. Motivate and manage staff assigned to the post holder to ensure effective service delivery and be responsible for reviewing and implementing an effective staff training and development programme.
 24. Participate in all induction and in-service training provided by Belfast City Council and in the induction and support of all newly appointed staff and other human resource management policies and procedures, as appropriate, including, absence management, disciplinary and grievance procedure.
 25. Participate as directed in the Council's recruitment and selection procedures.
 26. Act in accordance with the Council and departmental policies and procedures including customer care, equal opportunities, health and safety, safeguarding and any pertinent legislation.
 27. Undertake the duties in such a way as to enhance and protect the reputation and public profile of the City Council.

This job description has been written at a time of significant organisational change and it will be subject to review and amendment as the demands of the role and the organisation evolve. Therefore, the post-holder will be required to be flexible, adaptable and aware that s/he may be asked to perform tasks, duties and responsibilities which are not specifically detailed in the job description but which are commensurate with the role.

Employee specification

Date: 6 August 2018

Department: City and Organisational Strategy

Post number: 1794 was 1688

Section: Marketing and Corporate Communications

Job title: **Marketing and Brand Manager**

Grade: PO 9

Essential criteria

Qualifications and experience

Applicants **must**, as at the closing date for receipt of application forms:

- have a third level qualification in a relevant subject such as Marketing, Communications, Public Relations or equivalent qualification **and**
- be able to demonstrate, by providing personal and specific examples on the application form, at least two years' relevant experience in each of the following three areas:
 - a) developing and successfully managing marketing or brand strategies including analysing audience and marketing data, brand development and use of innovative branding, media promotion and development and delivery of successful marketing campaigns;
 - b) working with key partners, external organisations and the media to integrate messages and achieve positive commercial or community outcomes and working with boards, committees or stakeholder groups to provide regular status updates; and
 - c) managing and motivating staff, i.e. direct reports, in accordance with the principles of performance management and personal development.

Short-listing criteria

In addition to the above qualifications and experience, Belfast City Council reserves the right to short-list only those applicants who, as at the closing date for receipt of applications:

- d) in the first instance, can demonstrate, by providing personal and specific examples on their application form, that they have relevant experience in the promotion of place (i.e. towns, cities, etc.) and managing high profile reputational issues for a large¹ organisation; and
- in the second instance, possess an additional higher level qualification in a relevant subject or a be a full, professional member of the Chartered Institute of Marketing (CIM) or equivalent professional body.

¹ Belfast City Council has approximately 2,400 employees. A '**large**' organisation will be defined as one with more than 200 employees.

Special skills and attributes

Applicants **must** be able to demonstrate evidence of the following skills and attributes which will be tested at interview:

Communication skills: a high degree of literacy with the ability to write reports, draft press statements and provide written materials for electronic publications. Effective oral communication skills with the ability to convey ideas and information in a persuasive and influential manner to the media, stakeholders, customers and colleagues and to provide professional advice and support to senior management, elected members or non-executive board members.

Technical knowledge: an understanding of marketing, brand and media relations issues and best practice including the ability to deal professionally with the media at all levels.

Information technology knowledge: the ability to use existing and new technologies to increase business efficiency.

Analysis and problem solving skills: the ability to analyse complex situations and take appropriate decisive action with an understanding of the possible wider corporate implications of such action.

Team-working and leadership skills: the ability to motivate, direct and develop a team of professional officers to help them perform at their best within a complex organisation in a changing financial and administrative environment.

Work planning and organisational skills: the ability to operate effectively under pressure, to forward plan and to effectively prioritise taking into account short and medium term goals, service demands and the availability of resources.

Customer focus skills: the ability to ensure that services are provided to the highest quality within agreed budgets and with a commitment to the principles of customer care.

Political sensitivity skills: the ability to promote good public relations and to maintain sound relationships with elected members, the media, the public and other bodies on a wide range of issues including those which are highly sensitive or confidential with an unbiased attitude.

Belfast City Council

Terms and conditions of employment

Marketing and Brand Manager (PO9) Temporary post until 31 August 2021, subject to review

Marketing and Corporate Communications Section

City and Organisational Strategy Department

Job applicant privacy notice

Belfast City Council is the Data Controller under the General Data Protection Regulations (GDPR) for the personal data it processes relating to job applicants. Processing data from job applicants allows the council to manage the recruitment process, assess and confirm an applicant's suitability for employment and decide to whom to offer a job. It may also need to process data from job applicants to respond to and defend against legal claims.

If you apply for this job, you will be providing your personal data to the council whose lawful basis for processing it is for the performance of a task carried out in the public interest or in the exercise of official authority. In some cases, the council will also need to process your data to ensure it is complying with its legal obligations. For example, to monitor applicants' sensitive data for equal opportunities purposes and to check applicants' eligibility to work in the UK before employment starts. The council will collect a range of information about you, including:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, which may include benefit entitlements;
- whether or not you have a disability, or if your first language is not English, so that it can make reasonable adjustments, as required, during the recruitment process; and
- information about your entitlement to work in the UK etc.

The council will collect this information in a variety of ways for example, by application forms, through forms of assessment, from interview or from your identity documents. It may also collect personal data about you from third parties, such as references, but it will only seek this data if you have been recommended for appointment to the post and it will inform you that it is doing this. Your personal data will be shared internally within the council with staff who are involved in the recruitment process and, where necessary, between internal departments for the purpose of ensuring a fair, systematic and objective recruitment and selection process is in place. It will also be shared with external consultants for the purposes of candidate attraction and selection, where appropriate. Your personal data will not be shared or disclosed to any other organisation without your consent, unless the law permits or places an obligation on the council to do so. Your data will be stored in a range of different places including the recruitment file, the HR information management system and other IT systems such as email. It will be held and stored by the council in a safe and secure manner in compliance with Data Protection legislation and in line with the council's Records Retention and Disposal Schedule.

As a data subject, you have a number of rights. These include your right to:

- access and obtain a copy of your personal data on request;
- require the council to change incorrect or incomplete personal job applicant data; and
- require the council to delete or restrict processing your data.

If you have any queries regarding the processing of your personal data, please contact our Job Line on 028 9027 0640. If you wish to contact the council's Data Protection Officer, please write to Belfast City Council, City Hall Belfast, BT1 5GS or send an email to records@belfastcity.gov.uk

Please see further details of the terms and conditions relating to this post set out below:

Appointment

The appointment will be made by the selection panel, but will be subject to ratification by the director of the relevant department.

There may be a reserve list of applicants drawn up for this post which would last for a maximum of 12 months. Should a similar post become vacant within this time, it may be offered to those on the reserve list, in order of merit, without further interview. For generic-type posts, this may include posts in another department.

If you are offered and you accept a temporary position e.g. a temporary part-time position for 3 months, and another temporary part-time position arises from the same recruitment campaign e.g. for 1 year, regardless of whether or not you are still working in your temporary part-time position, you will not be offered any further temporary part-time position. However, in certain circumstances, when all relevant applicants on the reserve list for temporary vacancies, full-time or part-time, have been offered opportunities for which they expressed a preference on their application form, and if the timing of the reserve list is still valid and there are still temporary vacancies to fill before the reserve list expires, the council reserves the right to 'revisit' the reserve list in strict order of merit. This is the only time when an individual who has been appointed to a temporary position e.g. a temporary part-time position can be offered another temporary part-time position.

If a similar post does become vacant within this time, it will be offered to candidates on the reserve list in the following way:

1. Candidates will be initially contacted by telephone and **must** respond within three working days to accept or decline the post.
2. Candidates who cannot be contacted by telephone will be contacted by letter and **must** respond by telephone or by return of acceptance form within five working days of the date of the letter.

If candidates do not respond within the above time frames, the post will be offered, in order of merit, to the next person on the reserve list. The names of those candidates who have not responded within the above timeframes will be retained on the reserve list, in order of merit, to be considered for future vacant posts.

However, if candidates have been contacted on three separate occasions, and they have not responded within the above timeframes on these three occasions, the council will assume that they are no longer interested in the post and their names will be removed from the reserve list.

Should your contact telephone numbers or your address change since you submitted your application form, it is your responsibility to notify the HR Employee Resourcing Unit on 028 9027 0640 or by emailing jobs@belfastcity.gov.uk with your new contact details.

There is currently one temporary, full-time post until 31 August 2021, subject to review.

If applicable, an existing permanent employee of Belfast City Council will, if successful, be appointed on the basis of undertaking a 'temporary cover' post with the right to return to his or her substantive post at the conclusion of the 'temporary cover' post. An existing temporary or fixed term contract employee will, if successful, be appointed on the basis of a further temporary or fixed term contract into a 'temporary cover' post but with no automatic right to revert back to his or her original temporary or fixed term contract post. Similarly, an existing agency assignee will, if successful, be appointed on the basis of a 'temporary cover' post but with no automatic right to revert back to his or her original agency assignment. Temporary and fixed term contract employees and agency assignees should give consideration to this prior to applying or accepting this post.

Job details

Job description: please refer to the job description for details of the duties of the post.

Employee specification: please refer to the attached employee specification for details of any qualifications, memberships of professional bodies, experience etc. which are required for the post. Should an applicant be recommended for appointment to this post, he or she will be required to

produce official original proof of any qualifications, memberships etc. he or she relied upon to support their application. Please also be advised that an applicant must provide evidence to demonstrate that he or she was in possession of such qualifications, memberships etc. at the closing date for applications.

Remuneration

The salary will be determined by the council in line with that determined by the National Joint Council for Local Government Services, currently Salary Scale PO9, SCP 48 to 51, £51,958 - £55,204 per annum (in normal circumstances, the starting salary is the minimum point), paid monthly by direct payment by the Bankers Automated Clearing System (BACS) to a bank or building society account of your choice.

Location

The person appointed will be based initially in the City Hall, Belfast but will be required to work in and/or visit other locations.

Please note, given the uncertainty of the ongoing situation with Covid 19 (Coronavirus) and the closure of council buildings the person appointed may be asked, in the first instance, to report to a different location, work from home and/or be reassigned or redeployed to another area of work within the council.

Pre-employment checks

Prior to taking up duty the person recommended for appointment must:

- (a) Enter into an agreement which sets out the main terms and conditions of employment.
- (b) Provide evidence of the right to work and reside in the UK via an original full UK birth certificate and original proof of national insurance number (for example, via national insurance card, P45 or payslip etc). No temporary national insurance numbers can be accepted. Individuals who do not have a UK birth certificate will be asked to bring their passport and other documentation as required.
- (c) Produce official evidence of his or her qualifications, membership of a professional body etc as required. Please be advised that candidates must provide evidence to demonstrate that they were in possession of them at the closing date for applications.
- (d) Provide details of the bank or building society account to which his or her salary or wage will be lodged.
- (e) Provide two satisfactory work references. If suitably satisfactory references are not received, he or she will not be offered the appointment.
- (f) Pass satisfactorily a medical assessment by the council's Occupational Health Service provider.
- (g) Complete the relevant Northern Ireland Local Government Officers' Superannuation Committee (NILGOSC) membership or opt out forms.
- (h) Complete a disclosure of family relationships form.
- (i) Complete a disclosure of criminal convictions form, under the Rehabilitation of Offenders (NI) Order 1978. All applicants who are recommended for appointment to a post within Belfast City Council must provide details in respect of any criminal convictions which are not regarded as 'spent' convictions. Any disclosed convictions will be taken into account only when the conviction is considered relevant to the post and will be seen in the context of the job, the nature of the offence and the responsibility for the care of existing client/customer and employees.

If the person appointed acquires a conviction throughout the course of his/her employment with Belfast City Council, he/she must bring this to the attention of his/her line manager/departmental HR representative. Failure to comply with this request can result in a breach of the terms and conditions of employment and may result in sanction or dismissal. Any information will be dealt with confidentially and help is available.

Please note that if an applicant is recommended for appointment he or she must complete the pre-employment checks, outlined above, within 10 working days or consideration will be given to withdrawing the recommendation for appointment and no formal offer of appointment will be made.

Council policies

The person appointed will be required to comply with all current and future council policies, procedures, guidelines, agreed working practices and any relevant collective agreements incorporated into the contract of employment.

Conditions

The general conditions of service as prescribed from time to time by the National Joint Council for Local Government Services and by the council for its officers shall apply to the appointment and the Single Status Implementation Agreement dated 2007 as renegotiated from time to time is hereby incorporated into the contract of employment.

A copy of the council's Disciplinary Procedure and Grievance Procedure will be issued to all new employees at the council's Induction Course.

Please note if you are an applicant with previous local authority service in England, Scotland, Wales etc., you are advised to clarify your particular situation with regard to the continuity of this service, prior to accepting an offer of appointment from Belfast City Council.

Service and hours of duty

The hours of duty are 37 per week, working five days per week, Monday to Friday. Flexible working hours are in operation between 7.30am and 6.30pm, with set core times that the person appointed must be in work. However, the person appointed will be required to start and finish work at specific times that suit the operational needs of the service and she/he will, when advised, be required to work outside of these hours for operational reasons including on extra statutory, bank and/or public holidays.

In accordance with the National Joint Council for Local Government Services National Agreement on Pay and Conditions of Service variations to the established working week or patterns of work will be reasonable and subject to adequate notice.

Annual leave

Annual leave and extra statutory, bank or public holiday entitlement is calculated in hours/minutes.

A person appointed on the standard full time hours of 37 per week will be entitled to 170.2 hours (23 days) annual leave, plus 88.8 hours (12 days) bank or other holidays.

Annual leave entitlement will be increased by 37 hours (5 days) in the case of officers who have not less than 5 years' continuous service and by a further 22.2 hours (3 days) in the case of officers who have not less than 10 years' continuous service.

Figures in brackets represent the number of days based upon a standard day of 7.4 hrs.

For individuals who do not work the standard full-time hours, annual leave and extra statutory, bank or public holiday entitlement will be calculated on pro-rata basis to their contracted hours, based on the standard full time hours of 37 per week and a standard day of 7.4 hours (i.e. 7 hrs 24 minutes).

Employees are entitled to a holiday with a normal day's pay for each of the statutory, general and public holidays as they occur. Where the balance of the employee's public / bank and statutory holiday entitlement has been exhausted, additional leave taken for public / bank and statutory holidays will be deducted from the employee's annual leave entitlement.

All employees required to work on extra statutory, bank or public holidays will be remunerated in accordance with Part 3, paragraph 2 of the National Joint Council for Local Government Services National Agreement on Pay and Conditions of Service.

The leave year commences on 1 April. If an employee starts part way through the annual leave year, the employee will receive annual leave entitlement on a pro rata basis, calculated on the number of days remaining in the current leave year from the first day of employment.

Sick leave

This scheme is intended to supplement Statutory Sick Pay and Incapacity Benefit so as to maintain normal pay during defined periods of absence on account of sickness, disease, accident or assault. Absence in respect of normal sickness is entirely separate from absence through industrial disease, accident or assault arising out of or in the course of employment with a local authority. Periods of absence in respect of one shall not be set off against the other for the purpose of calculating entitlements under the scheme. Employees are entitled to receive sick pay for the following periods:

During first year of service	one month's full pay and (after completing four months service) two months half pay
During second year of service	two months' full pay, and two months' half pay
During third year of service	four months' full pay, and four months' half pay
During fourth and fifth years of service	five months' full pay, and five months' half pay
After five years' service	six months' full pay, and six months' half pay

Superannuation

The person appointed will automatically become a member of the Local Government Pension Scheme (Northern Ireland) LGPS (NI) in line with scheme regulations. He or she may opt out of the scheme. However, the council is required to comply with automatic enrolment provisions and will automatically enrol the person appointed at certain times. The LGPS (NI) is administered by Northern Ireland Local Government Officers' Superannuation Committee (NILGOSC) (www.nilgosc.org.uk).

Canvassing

Canvassing in any form, oral or written, direct or indirect, will disqualify an applicant for appointment. Candidates can, however, contact the relevant department for further information about the post. The person from the relevant department who provides further information should not be a member of the selection panel.

Notice

The minimum period of notice to be given by an employee shall normally be the ordinary period from one payment of salary or wages to the next.

Belfast City Council may terminate an employee's employment with the council by giving the following period of notice:

Continuous service	Period of notice
One month or more but less than two years	Not less than one week
Two years or more but less than twelve years	Not less than one week for each year of continuous service
12 years or more	Not less than 12 weeks

If applicable, it is usual to give one week's notice to terminate this temporary post arrangement. Your statutory notice periods which relate to your substantive post with the council remain unchanged.

Probationary period

The person appointed may be required to complete a six month probationary period, if this is a requirement of the relevant department, and during this time one week's notice will be given by the council to terminate employment.

Interview expenses

Reimbursement of interview expenses is not available.

Receipt of applications

Completed applications must be emailed to jobs@belfastcity.gov.uk by 4pm on **Monday, 30 November 2020**.

Please note, as part of our COVID HR Service Recovery Plan, we are unable to issue or receive any hard copy application forms, either by post or hand-delivered, at this time.

Please note that it is the candidate's responsibility to ensure that his or her application form is submitted and received in the Human Resources Section via jobs@belfastcity.gov.uk by this closing date and time. Application forms returned electronically must be submitted as an email attachment. Due to the council's Computer Use Policy and security protocols, storage services such as SkyDrive are not accessible. Applications submitted as a link to a storage service will not be accepted. No late application forms will be considered. No application forms, or supporting information in respect of an already submitted application form, will be considered after this date and time. Applications will not be accepted by fax.

Short-listing and interview date

It is envisaged that short-listing for this post will take place on **Tuesday, 1 December 2020**. Whilst no specific testing or assessment arrangements are anticipated for this post, depending on the volume of applicants, the council reserves the right to include these mechanisms as part of the selection process. It is also envisaged that interviews will be held on **Tuesday 8 and, or Wednesday 9 December 2020** and will be held **via MS Teams**.

The council will make all reasonable efforts to accommodate applicants who are unavailable on the specified interview date but it is under no obligation to do so.

Belfast City Council

Application for appointment as:

Marketing and Brand Manager (PO9)

(There is currently one full-time temporary post until 31 August 2021, subject to review)

Marketing and Corporate Communications Section

City and Organisational Strategy Department

Name of Applicant:

Address:

The closing date for applications is **4pm on Monday, 30 November 2020**.

Completed application forms should be emailed to jobs@belfastcity.gov.uk and you will receive an automatic reply when your application has been received. If you don't receive an acknowledgement within 30 minutes, please call 9027 0640 to confirm receipt (office hours are normally Mon-Thurs 8.30am-5pm, Fri 8.30am-4.30pm). You must confirm receipt **before** the closing date and time as we will not be able to accept applications that are sent but not received before the closing date and time.

Please note, as part of our COVID HR Service Recovery Plan, we are unable to issue or receive any hard copy application forms, either by post or hand-delivered, at this time.

If you have a disability and require any reasonable adjustments, or your first language is not English and you require any assistance with any aspect of our recruitment and selection process, please call 028 9027 0640

Belfast City Council is an equal opportunities employer and we welcome applications from all sections of the community



**Belfast
City Council**

Section 1: Personal details

Are you currently employed by Belfast City Council?

Yes No

If yes, please enter your staff number:

Have you been previously employed by Belfast City Council?

Yes No

If yes, please state your reason for leaving:

1. Your details

(a) Title: (Mr, Mrs, Ms, Miss, Dr etc)

(b) Forenames:

(c) Preferred name:

(d) Surname:

2. Contact details

(a) Telephone number:

(b) Email address:

(c) Address 1:

(d) Address 2:

(e) Town:

(f) County:

(g) Postcode:

3. Other information

National insurance number:

Section 2: Qualifications and employment history

4. Qualifications

- (a) Details of qualifications obtained (please refer to employee specification):
 Please state name, level and grade of qualification, the year attained and the examining body or university/college which awarded your qualification as this information may be needed by the selection panel.
Applicants must, as at the closing date for receipt of application forms, have a third level qualification in a relevant subject such as Marketing, Communications, Public Relations or equivalent qualification.
If applicable, applicants must, in the second instance, possess an additional higher level qualification in a relevant subject or a be a full, professional member of the Chartered Institute of Marketing (CIM) or equivalent professional body.

Please detail your relevant qualifications below:

Year:	Examining body / University / College:	Level of qualification:	Subject:	Grade or mark:

- (b) If you are applying for a post on the basis of a qualification which is not stated on the employee specification but which you consider to be equivalent, please list the main topics and modules below to demonstrate how you feel it is equivalent in terms of level, breadth, depth and content etc. Please also provide any further information which you feel supports your case.
 (The selection panel will make the final decision on the relevance and equivalence of your qualification.)

Year:	Examining body / University/College:	Level of qualification:	Subject and modules studied:	Grade or mark

Any other support evidence as to the equivalence of the qualifications stated, for example, breadth of overlap with qualification as detailed in the employee specification:

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- (c) **Professional qualifications:**
If applicable, applicants must possess an additional higher level qualification in a relevant subject or a be a full, professional member of the Chartered Institute of Marketing (CIM) or equivalent professional body.

If applicable, please detail your relevant qualification below:

Title of professional body	Title of qualification(s)	Date of attainment

(d) **Current membership of professional bodies:**

If applicable, applicants must possess an additional higher level qualification in a relevant subject or a be a full, professional member of the Chartered Institute of Marketing (CIM) or equivalent professional body.

If applicable, please detail your relevant membership below:

Title of professional body	Type / grade of membership	Membership number	Date of expiry

Employment history

(e) Details of current employment and current position held:

Name and address of current employer (if any):	Exact date employment commenced (dd/mm/yyyy):	Position held with current employer:	Salary:

(f) Details of previous employment and positions held:

Name and address of previous employer(s):	From: (dd/mm/yyyy)	To: (dd/mm/yyyy)	Position(s) held:	Salary:

Section 3: Experience

5.
You must complete the application form in either typescript (Arial font size 11) or legible handwriting using black ink. You must limit your text in this section, i.e. (a) to (d), to no more than one A4 page per criterion. You must not use continuation sheets. If you submit more than one page per criterion, the short-listing panel will only consider the first page of information and you may not be short-listed.

You **must**, as at the closing date for receipt of application forms, be able to demonstrate by providing personal and specific examples on the application form, that you meet the experience as stated in the employee specification.

Essential criteria

You **must**, as at the closing date for receipt of application forms, be able to demonstrate, by providing personal and specific examples on the application form, at least two years' relevant experience in each of the following three areas:

- a) developing and successfully managing marketing or brand strategies including analysing audience and marketing data, brand development and use of innovative branding, media promotion and development and delivery of successful marketing campaigns;
- b) working with key partners, external organisations and the media to integrate messages and achieve positive commercial or community outcomes and working with boards, committees or stakeholder groups to provide regular status updates; and
- c) managing and motivating staff, i.e. direct reports, in accordance with the principles of performance management and personal development.

Short-listing criteria

In addition to the above qualifications and experience, Belfast City Council reserves the right to short-list only those applicants who, as at the closing date for receipt of applications,

- d) in the first instance, can demonstrate, by providing personal and specific examples on their application form, that they have relevant experience in the promotion of place (i.e. towns, cities, etc.) and managing high profile reputational issues for a large¹ organisation.

In boxes (a), (b), (c) and (d) below, please provide the following detail:

In **box (a)** you must clearly state the start and end dates of your relevant experience including the number of years' experience you have in this area. You must clearly detail the marketing or brand strategies that you developed and successfully managed; how you analysed and used audience and marketing data; how you developed brands; the innovative branding you used, the range and types of media promotion you used; the marketing campaigns you developed and delivered, the steps you took; how you determined that these were successful, etc.

In **box (b)** you must clearly state the start and end dates of your relevant experience in this area. You must clearly detail who your partners were; the range and types of external organisations and media you worked with; how you worked with them to integrate messages; what positive commercial or community outcomes you achieved; the range and types of boards, committees or stakeholders groups you worked with; the status updates that you provided; how these were used by boards, committees or stakeholders, etc.

In **box (c)** you must clearly state the start and end dates of your relevant experience including the number of years' experience you have in this area. You must clearly detail the range of staff you were responsible for, the steps you took to manage and motivate these staff, how was this in accordance with the principles of personal development planning and individual performance management, etc.

In **box (d)** you must clearly detail the places you have promoted; the range of place promotion duties you have been responsible for; the towns or cities that you promoted; the steps you took; the range and types of high profile reputational issues that you have been responsible for; the organisation you carried this out for including number of employees; how you dealt with issues, etc.

¹ Belfast City Council has approximately 2,400 employees. A 'large' organisation will be defined as one with more than 200 employees.

(a)

Please demonstrate in this box, by providing personal and specific examples, that you have at least two years' relevant experience of developing and successfully managing marketing or brand strategies including analysing audience and marketing data, brand development and use of innovative branding, media promotion and development and delivery of successful marketing campaigns.

Continuation sheets must not be used

(b)

Please demonstrate in this box, by providing personal and specific examples, that you have at least two years' relevant experience of working with key partners, external organisations and the media to integrate messages and achieve positive commercial or community outcomes and working with boards, committees or stakeholder groups to provide regular status updates.

Continuation sheets must not be used

(c)

Please demonstrate in this box, by providing personal and specific examples, that you have at least two years' relevant experience of managing and motivating staff, i.e. direct reports, in accordance with the principles of performance management and personal development.

Continuation sheets must not be used

(d)

If applicable, please demonstrate in this box, by providing personal and specific examples, that you have relevant experience in the promotion of place (i.e. towns, cities, etc.) and managing high profile reputational issues for a large organisation.

Continuation sheets must not be used

Section 4: Other information

6. Notice required to terminate present position:

7. If you are not currently employed by Belfast City Council, please provide the required information of two persons not related to you, to whom references may be sent. Both of your referees must be either your current or previous employers (if applicable). Both should be able to comment on your ability to carry out the particular tasks of the job. If you do not wish us to contact your present employer, please provide your most recent previous employer.

1. Current or previous employer (if any)

Name:

Job title:

Name of organisation:

Address (including post code):

Contact telephone:

Email address:

2. Other employer referee (or character reference if applicable):

Name:

Job title (if applicable):

Name of organisation (if applicable):

Address (including post code):

Contact telephone:

Email address:

I certify that the above information is correct and understand that any false or misleading information, if proved, may result in no further action being taken on this application, or, if appointed, dismissal from the service of the council.

Signed:

Date:

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Equal opportunity monitoring form

HR Reference number: 0000000894/

Belfast City Council is committed to ensuring that all eligible persons have equality of opportunity for employment and advancement in the council on the basis of ability, qualifications and aptitude for the work. To ensure the effective implementation of the Equal Opportunities Policy all applicants are requested to complete the following questionnaire. This questionnaire will be removed from your application form and will be strictly controlled in accordance with the Code of Practice on Monitoring agreed with Trade Unions.

This questionnaire will not be seen by either the short-listing or interview panels.

Personal details:

Official use only:

Date of birth:		Dob	
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Gender:	Male			Female			Gender	
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Family status:	Married	<input type="checkbox"/>	Single	<input type="checkbox"/>	Status	<input type="text"/>
	Divorced	<input type="checkbox"/>	Separated	<input type="checkbox"/>		
	Widowed	<input type="checkbox"/>	Cohabitant	<input type="checkbox"/>		
	Civil partnership	<input type="checkbox"/>	Dissolved civil partnership	<input type="checkbox"/>		
	Other, please specify	<input type="text"/>				

Ethnic origins:	White	<input type="checkbox"/>	Indian	<input type="checkbox"/>	Ethnic origin	<input type="text"/>
	Pakistani	<input type="checkbox"/>	Bangladeshi	<input type="checkbox"/>		
	Chinese	<input type="checkbox"/>	Irish Traveller	<input type="checkbox"/>		
	Black African	<input type="checkbox"/>	Black Caribbean	<input type="checkbox"/>		
	Black other, please specify	<input type="text"/>				
	Mixed ethnic group, please specify	<input type="text"/>				
Other, please specify	<input type="text"/>					

Please state your nationality or citizenship (for example, British, Irish, Polish):	<input type="text"/>	Nation	<input type="text"/>
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Persons with and without a disability:

A person has a disability if he or she has “a physical or mental impairment which has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities” (Disability Discrimination Act, 1995)

Do you, in accordance with the above, have a disability?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Disability	<input type="text"/>
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If yes, please state nature of disability:

If no, have you ever had a disability?

Yes

No

History

Persons with and without dependants:

Have you any caring responsibility?

Yes

No

Official use only:

Dependants

Children

Relative

A person with a disability

Other, please specify

Religious affiliation or community background:

The council is required by The Fair Employment and Treatment (NI) Order 1998 to monitor the perceived religious affiliation or community background of its employees and applicants. In accordance with the Monitoring Regulations 1999, we are asking you to indicate the community to which you belong by ticking the appropriate box below:

I am a member of the Protestant community

Code

I am a member of the Roman Catholic community

Method

I am a member of neither the Protestant nor Roman Catholic communities

Please note: If you do not complete this section, we are encouraged to use the 'residuary' method, which means that we can make a determination on the basis of personal information on your application form.

Religious belief or tradition:

Please specify your religious belief, for example, Christian, Hindu, Muslim, please specify

Religious belief

No religious belief

Not disclosed

Additional information:

To monitor the effectiveness of our advertising, please indicate where you saw this job advertised:

Belfast Telegraph

Irish News

Newsletter

Sunday Life

Specialist journal

HR jobline

Council trawl

Council website

Nijobfinder.co.uk

Facebook

Twitter

Word of mouth

Department of Learning, Jobs and Benefits

Localgovernmentjobsni.gov.uk

Other, please state where: