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| HR reference | 0000001289 / |

**Belfast City Council**

Application for appointment as:

**Marketing and Communications Coordinator (Online) (PO3)**

**(There is currently one full-time temporary post until 31 July 2022, subject to review. Other full-time or part-time, temporary posts may be filled from a reserve list.)**

**Marketing and Corporate Communications Section**

**City and Organisational Strategy Department**

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| Name of Applicant: |  |
| Address: |  |
| The closing date for applications is **4pm on Monday, 6 December 2021.**  Completed application forms should be emailed to [jobs@belfastcity.gov.uk](mailto: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.** | |

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

In addition to filling the immediate vacancy, we also intend to create a reserve list of successful applicants, in strict order of merit based on performance at interview. We anticipate that this list will last for 12 months, or until it is exhausted, whichever is sooner.

Therefore, should a similar post to the immediate vacancy become available within this time we may offer it to those on the reserve list, in order of merit, without further interview.

**These posts may be either working full-time or part-time hours on a temporary basis.**

Please indicate below whether you would be interested in working full-time or part-time hours by ticking the appropriate box.

**If you are interested in both, please tick *(*🗸*)* both boxes.**

**Hours of work:**

**Full-time Part-time**

You can apply for both positions and, if appointed to the reserve list, you will be considered for full-time and part-time hours.

If you apply for both positions, you can accept a post working part-time hours without giving up your right to be offered a post working full-time hours.

**It is important to note: If you are placed on the reserve list, you will only be offered vacant posts on the basis of the information you have provided above. For example, if you have ticked that you wish to be considered for full-time hours only and a part-time post becomes available, we will not offer you this part-time post.**

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| **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: | | | | | | |
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| **1.** | **Your details** | | | | | |
| (a) | Title: (Mr, Mrs, Ms, Miss, Mx, Dr etc) |  | | | | |
|  |  |  | | | | |
| (b) | Forenames: |  | | | | |
|  |  |  | | | | |
| (c) | Preferred name: |  | | | | |
|  |  |  | | | | |
| (d) | Surname: |  | | | | |
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| **2.** | **Contact details** | | | | | |
| (a) | Telephone number: |  | | | | |
|  |  |  | | | | |
| (b) | Email address: |  | | | | |
|  |  |  | | | | |
| (c) | Address 1: |  | | | | |
|  |  |  | | | | |
| (d) | Address 2: |  | | | | |
|  |  |  | | | | |
| (e) | Town: |  | | | | |
|  |  |  | | | | |
| (f) | County: |  | | | | |
|  |  |  | | | | |
| (g) | Postcode: |  | | | | |
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| **3.** | **Other information** | | | | | |
|  | National insurance number: |  | | | | |

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| **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. | | | | |
|  | **If applicable, applicants must, as at the closing date for receipt of applications, either, have a third level qualification in a relevant subject such as Marketing, Communications, Business Studies or an equivalent qualification or possess full, current membership of an appropriate professional body** **relevant to marketing and communications.**  **Please detail your relevant qualification below:** | | | | |
| Year: | | Examining body / University / College: | Level of qualification: | Subject: | Grade or mark: |
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| (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) | **Current membership of professional bodies:**  **If applicable, applicants must, as at the closing date for receipt of applications, either, have a third level qualification in a relevant subject or possess full, current membership of an appropriate professional body relevant to marketing and communications.**  **Please detail your relevant membership below:** | | | | | | | |
|  | | | | | | |  | |
| Title of professional body | | | Type / grade of membership | | | Membership number | Date of expiry | |
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| **Employment history** | | | | | | |
| (d) | 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: |
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|  |  | | | | | |
| (e) | 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: |
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| **Section 3: Experience** | | |
| **5.** |  | |
| **You must complete the application form in either typescript (Arial font size 11) or legible hand-writing 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.**  Applicants **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 they meet the experience as stated in the employee specification.  **Essential criteria**  Applicants **must**, as at the closing date for receipt of applications:   * either, have a third level qualification in a relevant subject such as Marketing, Communications, Business Studies or an equivalent qualification **or** possess full, current membership of an appropriate professional body relevant to marketing and communications and be able to demonstrate on the application form, by providing personal and specific examples, one year’s relevant experience in the following three areas: **or** * be able to demonstrate on the application form, by providing personal and specific examples, two years’ relevant experience in the following three areas:  1. planning and producing content for websites and other digital channels for a multi-discipline organisation; 2. managing contracts with outside suppliers for services such as graphic design, photography and websites; and 3. measuring the success of digital marketing activity and providing professional advice and support within the field of communications to staff at senior management level.   **Short-listing criterion**  In addition to the above qualifications and, or experience, Belfast City Council reserves the right to shortlist only those who can demonstrate on the application form, by providing personal and specific examples, relevant experience of d) implementing and evaluating email marketing campaigns.  **In boxes (a) to (d) please provide the following detail:**  (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 range of content that you planned and produced; how this content was used for websites and other digital channels; how you planned and produced this content for a multi-disciplined organisation; how the organisation was multi-disciplined, etc.  (b) 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 contracts that you have managed with outside suppliers; the range of services that these outside suppliers provided such as graphic design, photography and websites; how you managed these contracts; any issues you dealt with, etc.  (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 how you measured the success of digital marketing activity; any tools and techniques that you used to assist you with this; detail the range and type of professional advice and support that you provided to staff at senior management level; how this advice and guidance was within the field of communications; how frequently you provided this advice and support, etc.  (d) You must clearly detail the email marketing campaigns that you have implemented and evaluated; how you implemented and evaluated these campaigns, any tools that you used to assist you with this, etc. | |

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| **(a)** | **Please demonstrate in this box, by providing personal and specific examples, that you have at least either one year’s or two years’ relevant experience (as detailed in the Employee Specification) of planning and producing content for websites and other digital channels for a multi-discipline organisation.**  Continuation sheets must not be used |

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| **(b)** | **Please demonstrate in this box, by providing personal and specific examples, that you have at least either one year’s or two years’ relevant experience (as detailed in the Employee Specification) of managing contracts with outside suppliers for services such as graphic design, photography and websites.**  Continuation sheets must not be used |

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| **(c)** | **Please demonstrate in this box, by providing personal and specific examples, that you have at least either one year’s or two years’ relevant experience (as detailed in the Employee Specification) of measuring the success of digital marketing activity and providing professional advice and support within the field of communications to staff at senior management level.**  Continuation sheets must not be used |

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| **(d)** | **Shortlisting criterion:** If applicable, you **must** demonstrate here, by providing personal and specific examples, that you have relevant experience of implementing and evaluating email marketing campaigns.  Continuation sheets must not be used |

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| **Section 4: Other information** | | | |
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| **6.** | Notice required to terminate present position: | |  |
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| **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. | | |
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| **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): |  | |
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|  | Address (including post code): |  | |
|  |  |  | |
|  | Contact telephone: |  | |
|  |  |  | |
|  | Email address: |  | |

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| 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. |

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| Signed: |  |  |  | Date: |  |  |

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| **Equal opportunity monitoring form** | | |
|  | HR Reference number: | 0000001289 / |
| 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.** | | |

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| **Personal details:** | |  | **Official use only:** | |
| **Date of birth:** |  |  | Dob |  |

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| **Gender Identity:** | | | | | | | | | | | | Gender Identity |  |
| How do you define your gender? | | | | | | | | | | | |
| Male |  |  |  | Female |  |  | Prefer not to answer | |  | |  |  |  |
|  |  |  |  |  |  |  |  |  |  | |  |  |  |
| I use another term (for example, Intersex, non-binary), please specific: | | | | | | | | |  | |  |  |  |
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| **Do you consider yourself to be trans\* or transgender\*\*?** | | | | | | | | | | |  |  |  |
| Yes |  |  |  | No |  |  | Prefer not to say | |  | |  |  |  |
| *\** Trans can be used as an umbrella term to describe people whose gender is not the same as, nor does it sit comfortably with, the sex they were assigned at birth. Trans people may describe themselves using one or more of a wide variety of terms e.g. transgender, transsexual, gender-queer (GQ), gender-fluid, non-binary, crossdresser, genderless. The use of trans as an umbrella term may not be acceptable to all transgender people. | | | | | | | | | | |  |  |  |
| *\*\** Someone who intends to transition, is transitioning or has transitioned from the gender they were assigned at birth. | | | | | | | | | | |  |  |  |

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| **Family status:** | Married |  | |  |  | Single |  |  |  |  | Status |  |
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|  | Divorced |  | |  |  | Separated |  |  |  |  |  |  |
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|  | Widowed |  |  | |  |  |  |  |  |  |  |  |
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|  | Cohabitant | | | |  | Same sex marriage | | |  |  |  |  |
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|  | Civil partnership | | | |  | Dissolved civil partnership | | |  |  |  |  |
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|  | Prefer not to answer | | | |  |  | | |  |  |  |  |
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|  | Other, please specify | | | | |  | | | |  |  |  |

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| **Ethnic origins:** | | | | | White | | | | | | |  | | | |  | | | | Indian | | | | | | | | | | |  | | | | |  | | | |  | | | | Ethnic origin | | | | | | |
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|  | | | | | Pakistani | | | | | | |  | | | |  | | | | Bangladeshi | | | | | | | | | | |  | | | | |  | | | |  | | | |  | |  | | | | |
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|  | | | | | Chinese | | | | | | |  | | | |  | | | | Irish Traveller | | | | | | | | | | |  | | | | |  | | | |  | | | |  | | | |  | | |
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|  | | | | | Black African | | | | | | |  | | | |  | | | | Black Caribbean | | | | | | | | | | |  | | | | |  | | | |  | | | |  | | | | | | |
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|  | | | | | Prefer not to answer | | | | | | | | | | |  | | | |  | | | | | | | | | | |  | | | | |  | | | |  | | | |  | | | | | | |
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|  | | | | | Black other, please specify | | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  | | |
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|  | | | | | Mixed ethnic group, please | | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  | | |
|  | | | | | specify | | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  | | |
|  | | | | | Other, please specify | | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  | | |
| Please state your nationality or citizenship (for example, British, Irish, Polish): | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | Nation | | | | |  | | |
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| **Persons with and without a disability:** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A person has a disability if they have “a physical or mental impairment which has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities” (Disability Discrimination Act, 1995) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Do you, in accordance with the above, have** | | | | | | | | | | | | | | | | | | |  | | | Yes | |  | | |  | | | No | | | | | | |  | | |  | | | | Disability | | | |  | | |
| **a disability?** | | | | | | | | | | | | | | | | | | |  | |  | | |  | | |  | | | | | | |  | | |
|  | | | | | | | | | | | | | | | | | | |  | | | Prefer not to answer | | | | | | | | | | | | | | |  | | |  | | | |  | | | |  | | |
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| If yes, please state nature of disability: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | |  | | | | | | |
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| **If No, have you ever had a disability?** | | | | | | | | | | | | | | | | | | |  | | | Yes | | | |  | | |  | No | | | | | | |  | | |  | | | | History | | | |  | | |
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| While the selection panel will be made aware that you have a disability for the purposes of operating the Guaranteed Interview Scheme, they will not know the nature of your disability or if you need any reasonable adjustments as part of the recruitment and selection process unless you advise them. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  | | |
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| Therefore, if you require any reasonable adjustments as part of the recruitment and selection process, please outline them: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  | | |
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| If you wish to discuss any of this information further or you require any further clarification about the Guaranteed Interview Scheme, please feel free to contact our Helpline on **(028) 9027 0640** and we will be happy to help. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  | | |
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| In addition, if you are aware of any adjustments that you will require, should you be successful in obtaining the job, please outline them: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  | | |
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|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **Official use only:** | | | | |
| **Persons with and without dependants:**  **If yes, please tick the relevant box(es) below- you may tick more than one box** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | |
| Do you look after or are you responsible for caring for | | | | | | | | | | | | | | | | | | | | | | | |  | | Yes | | |  | | | |  | | No | | | | |  | | |  | | | Dependants | | | | |
| anyone? | | | | |  | | | | | | |  | | | |  | | |  | | | | | | | | | |  | | | | |  | |  | | | | | | | | | |  | | | |  |
|  | | | | |  | | | | | | |  | | | |  | | |  | | | | | | | | | |  | | | | |  | |  | | | | | | | | | |  | | | |  |
| **If yes, please tick the relevant box(es) below- you may tick more than one box** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | |  |
|  | | | | |  | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  |
|  | | Children | |  | | |  | Relative | | | | | | |  | | |  | | | A person with a disability | | | | | | | | | | | | | | | | | |  | | |  | | | |  | | | |  |
|  | | | | |  | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  |
|  | | | Prefer not to answer | | | | | |  | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | |  |
|  | | | | |  | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  |
|  | | | Other, please specify: | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | |  | | | |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sexual orientation:** | | | | | |
| **What best describes your sexual orientation?** | | | | | |
|  |  |  |  |  | |
| Bi |  |  |  | Orientation |  |
|  |  |  |  |  | |
| Gay/lesbian |  |  |  |  |  |
|  |  |  |  |  | |
| Heterosexual/straight |  |  |  |  | |
|  |  |  |  |  | |
| Prefer not to answer |  |  |  |  | |
|  |  |  |  |  | |
| I use another term, 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 |  |  |  |  | |
|  |  |  |  |  | |
| Prefer not to answer |  |  |  |  | |
|  |  |  |  |  | |
| **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: |  | | | |  | Religious belief |  |
|  |  |  | | | |  |  |
| No religious belief |  |  |  |  | |  | |
|  |  |  | | | |  | |
| Not disclosed |  |  |  |  | |  | |

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| **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 |  |  |  | LinkedIn | |  |  | |
|  |  |  |  |  |  |  |  |  | |  |  |  | |
| Council trawl |  |  |  | Council website |  |  |  | Nijobfinder.co.uk | |  |  | |
|  |  |  |  |  |  |  |  |  | |  |  |  | |
| Facebook |  |  |  | Twitter |  |  |  | Word of mouth | |  |  | |
|  |  |  |  |  |  |  |  |  | |  |  |  | |
| Department of Learning, |  |  |  | Executive search |  |  |  | Localgovernmentjobsni.gov.uk | |  |  | |
| Jobs and Benefits |  |  |  |  | |  |  |  | | | | |
|  |  |  |  |  |  | | | | | | |  | |
| Other, please state where: |  |  | | | | | | |  | | |  | |