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# Job description

**Date:** 9 January 2019

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**Department:** City and Organisational Strategy

**Post number:** 1833

**Section:** Marketing and Corporate Communications

**Job title:** **Marketing and Communications Coordinator – Online**

**Grade:** PO3

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## Main purpose of job

Supporting the Online Customer Experience Manager, participating in the successful delivery of a corporate digital marketing strategy to enhance all aspects of service delivery and provision of information to ratepayers and stakeholders, in the context of the delivery of the Belfast Agenda and council activity.

Contributing to an integrated City and Organisational Strategy Department and as a key player, working collaboratively with all staff in the marketing and communications function, to ensure a flexible, integrated approach to campaigning and contributing to the overall Marketing and Communications Strategy.

Contributing to a proactive approach and delivering campaigns that will develop an energy around the Belfast Brand, Belfast City Council (BCC) and the Belfast Agenda, showcasing successes and identifying opportunities.

Planning, managing, executing and measuring the success of all activity.

Building working partnerships with communications professionals and relevant individuals within the council's Belfast Agenda plan and city partner organisations.

Supporting the successful delivery of an internal communications strategy for Belfast City Council.

Creating and supporting an open communications culture and the sharing of knowledge within the team.

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## Summary of responsibilities and personal duties

1. Develop and implement departmental and relevant project and programme communications policies and plans that are consistent with both the marketing and corporate communications strategy and the departmental business plan for the business areas assigned to the post-holder (rotational).
2. Assist the online customer experience manager in developing and implement a corporate digital marketing strategy for the council – ensuring that the customer is at the core of online design – and ensure the digital marketing strategy sits with overall marketing and communications strategy and place positioning work to drive traffic and ensure validity of platforms.
3. Support the development of the online customer strategy, defining the online customer experience to ensure the customer journey is aligned.
4. Work closely with internal and external stakeholders, including the council's Digital Services, Customer Contact Project team, city and Belfast Agenda partners to ensure an effective customer journey and experience across all category areas of the council's online presence.
5. Create and continually refresh a domain strategy and manage online platforms bearing in mind the ethos of the Belfast brand, Belfast Agenda and city partnerships to ensure the digital strategy is complementary and supportive to this work.
6. Lead and manage on email marketing for Belfast City Council in line with best practice.
7. Develop and implement an approach for 'non' overarching BCC social media channels.
8. Work with the brand and marketing team to help direct copy and visual image creation such as landing pages, display banners, and other marketing programs/events.
9. Represent the department on relevant corporate groups as required, to ensure the views and opinions of the department are considered in the development of policies.
10. Work in coordinating spend ensuring value for money for the department.
11. Promote any relevant corporate projects and programmes as assigned, and to support communications and marketing activity in relation to such projects.
12. Manage any allocated project as assigned within the area of the post holder's responsibility.
13. Motivate and manage any staff that may be assigned to the post-holder to ensure effective service delivery and to be responsible for reviewing and implementing a proper staff training and development programme.
14. 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.

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15. Participate as directed in the council's recruitment and selection procedures.
  16. Act in accordance with the council and departmental policies and procedures including customer care, equal opportunities, health and safety, safeguarding and any pertinent legislation.
  17. Undertake the duties in such a way as to enhance and protect the reputation and public profile of the council.
  18. Undertake such other relevant duties as may from time to time be required.

**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. The post-holder should also be aware the location of this post in the organisation structure could be subject to change in the future.**

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# Employee specification

**Date:** 15 January 2019

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**Department:** City and Organisational Strategy

**Post number:** 1833

**Section:** Marketing and Corporate Communications

**Job title:** **Marketing and Communications Coordinator – Online**

**Grade:** PO 3

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## Essential criteria

### Qualifications and experience

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:
  - a) planning and producing content for websites and other digital channels for a multi-discipline organisation;
  - b) managing contracts with outside suppliers for services such as graphic design, photography and websites; and
  - c) measuring the success of digital marketing activity and providing professional advice and support within the field of communications to staff at senior management level.

### Special skills and attributes

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

**Communication skills:** a high degree of literacy with the ability to write reports, draft press releases and council statements. Effective and highly developed oral communication skills with the ability to convey ideas and information in a persuasive and influential manner and the ability to clear instruction to staff and media advice and support to senior management, elected members or non-executive board members.

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

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and knowledge of social media monitoring platforms and relevant reporting and analysis software.

**Analytical and decision-making skills:** the ability to analyse complex situations and take appropriate decisive action with an understanding of the possible wider corporate implications of such action.

**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.

**Team-working skills:** the ability to work in a team to ensure team working and deliver successful results.

**Political and corporate sensitivity skills:** the ability to promote good public relations and the ability 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 awareness of how local government and other public bodies operate.

**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.

### **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.

## **Belfast City Council**

### **Terms and conditions of employment**

#### **Marketing and Communications Coordinator (Online) (PO3) Temporary post until 31 July 2022, subject to review**

#### **Marketing and Corporate Communications Section**

#### **City and Organisational Strategy Department**

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#### **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](mailto: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. **These posts may be either full-time or part-time on a temporary or fixed-term basis.**

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](mailto:jobs@belfastcity.gov.uk) with your new contact details.

**There is currently one temporary, full-time post until 31 July 2022, subject to review.** 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 their 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 their 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 their 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, they will be required to produce official original proof of any qualifications, memberships, etc. they relied upon to support their application. Please also be advised that an applicant must provide evidence to demonstrate that they were 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 PO3, SCP 32 to 35, £35,745 - £38,890 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 their qualifications, membership of a professional body, 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 their salary or wage will be lodged.
- (e) Provide two satisfactory work references. If suitably satisfactory references are not received, they 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 their employment with Belfast City Council, they must bring this to the attention of their 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 they 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. They 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](http://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:

<b>Continuous service</b>	<b>Period of notice</b>
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

### **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 received by email to [jobs@belfastcity.gov.uk](mailto:jobs@belfastcity.gov.uk) by 4pm on **Monday 6 December 2021**.

**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 their application form is submitted and received in the Human Resources Section via [jobs@belfastcity.gov.uk](mailto: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 7 December 2021**. 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 **Wednesday 15 December 2021** 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 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

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.**

**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**

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.**

**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, Mx, 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. **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:

- (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

## 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:

(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:



### 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:

- a) planning and producing content for websites and other digital channels for a multi-discipline organisation;
- b) managing contracts with outside suppliers for services such as graphic design, photography and websites; and
- c) 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.

**(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

**(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

(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

(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

**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:

## 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.**

### Personal details:

Date of birth:

### 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:

### 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.

### Family status:

Married  Single

Divorced  Separated

Widowed

Cohabitant  Same sex marriage

Civil partnership  Dissolved civil partnership

Prefer not to answer

Other, please specify

### Ethnic origins:

White  Indian

Pakistani  Bangladeshi

Chinese  Irish Traveller

Black African  Black Caribbean

Prefer not to answer

Black other, please specify

Mixed ethnic group, please specify

Other, please specify

Please state your nationality or citizenship (for example, British, Irish, Polish):

### Official use only:

Dob

Gender Identity

Status

Ethnic origin

Nation

**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 a disability?**

Yes  No

Prefer not to answer

Disability

If yes, please state nature of disability:

**If No, have you ever had a disability?**

Yes  No

Prefer not to answer

History

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.

Therefore, if you require any reasonable adjustments as part of the recruitment and selection process, please outline them:

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.

In addition, if you are aware of any adjustments that you will require, should you be successful in obtaining the job, please outline them:



**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 anyone? Yes  No

Dependants

**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
- Gay/lesbian
- Heterosexual/straight
- Prefer not to answer
- I use another term, please specify:

Orientation

**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
- I am a member of the Roman Catholic community
- I am a member of neither the Protestant nor Roman Catholic communities
- Prefer not to answer

Code   
Method

**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

**Additional information:**

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

- |   |                          |                    |                          |                              |                          |
|---|--------------------------|--------------------|--------------------------|------------------------------|--------------------------|
| Belfast Telegraph                         | <input type="checkbox"/> | Irish News         | <input type="checkbox"/> | Newsletter                   | <input type="checkbox"/> |
| Sunday Life                               | <input type="checkbox"/> | Specialist journal | <input type="checkbox"/> | LinkedIn                     | <input type="checkbox"/> |
| Council trawl                             | <input type="checkbox"/> | Council website    | <input type="checkbox"/> | Nijobfinder.co.uk            | <input type="checkbox"/> |
| Facebook                                  | <input type="checkbox"/> | Twitter            | <input type="checkbox"/> | Word of mouth                | <input type="checkbox"/> |
| Department of Learning, Jobs and Benefits | <input type="checkbox"/> | Executive search   | <input type="checkbox"/> | Localgovernmentjobsni.gov.uk | <input type="checkbox"/> |

Other, please state where: