|  |  |
| --- | --- |
| HR reference | 0000000894/ |

**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](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** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **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: | | | | | | | |
|  | | | | | | | |
|  | | | | | | | |
| (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 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.**  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:   1. 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; 2. 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 3. 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,   1. 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 large[[1]](#footnote-1) 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 look; 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 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. | |

|  |  |
| --- | --- |
| **(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: |  |  |

**This page has been left intentionally blank**

|  |  |  |
| --- | --- | --- |
| **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 |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Gender:** | Male |  |  | Female |  |  | Gender |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Family status:** | Married |  | |  |  | Single |  |  |  |  |  |  |
|  |  |  | |  |  |  |  |  |  |  | Status |  |
|  | Divorced |  | |  |  | Separated |  |  |  |  |  |  |
|  |  | | | | | | | | |  |  |  |
|  | Widowed |  |  | |  | Cohabitant |  |  |  |  |  |  |
|  |  | | | | | | | | |  |  |  |
|  | Civil partnership | | | |  | Dissolved civil partnership | | |  |  |  |  |
|  |  | | | | | | | | |  |  |  |
|  | Other, please specify | | | | |  | | | |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Ethnic origins:** | White | |  |  | Indian | | |  |  |  |  |  | |
|  |  |  |  |  |  | |  |  |  |  |  |  | |
|  | Pakistani | |  |  | Bangladeshi | | |  |  |  | Ethnic origin | | |
|  |  |  |  |  |  | |  |  |  |  |  | |  |
|  | Chinese | |  |  | Irish Traveller | | |  |  |  |  | |  |
|  |  |  |  |  |  | |  |  |  |  |  | | |
|  | Black African | |  |  | Black Caribbean | | |  |  |  |  | | |
|  |  | | | | |  | | | |  |  | |  |
|  | Black other, please specify | | | | |  | | | |  |  | |  |
|  |  | | | | |  | | | |  |  | |  |
|  | Mixed ethnic group, please | | | | |  | | | |  |  | |  |
|  | specify | | | | |  | | | |  |  | |  |
|  | Other, please specify | | | | |  | | | |  |  | |  |

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

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 |  |  | | No |  |  | Disability |  |
|  | | | | | | | | | |  |  |
| If yes, please state nature of disability: |  | | | | | | | |  |  | |
|  | | | | | | | | | |  | |
| If no, have you ever had a disability? | |  | Yes |  |  | No | |  |  | History |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | | | | | | | | | | | | | | | | | **Official use only:** | |
| **Persons with and without dependants:** | | | | | | | | | | | | | | | | | | | | | | |  | |
| Have you any caring responsibility? | | | | | | | | | | | |  | Yes |  |  | | No | | |  | |  | 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, |  |  |  | Localgovernmentjobsni.gov.uk | | | | |  | |  | |
| Jobs and Benefits |  |  |  |  |  |  |  |  | | | | | | | | |  |  | |  | |
|  |  |  |  |  |  | | | | | | | | | | | | | |  |
| Other, please state where: |  |  | | | | | | | | | |  | |  |  | | | |  |

1. Belfast City Council has approximately 2,400 employees. A ‘**large**’ organisation will be defined as one with more than 200 employees. [↑](#footnote-ref-1)