
Job description

Date: 11 September 2023

Department: Office of the Chief Executive

Post number: 1809

Section: Marketing, Communications and External Affairs

Job title: **Marketing and Communications Coordinator – Campaigns, Press and Social**

Grade: PO3 + 10 % allowance for out of hours working, where applicable

Main purpose of job

Reporting to the Campaigns Press and Social Manager the post will provide the council, its chief officers and members with professional advice on all aspects of media and social activity, the post will have responsibility for:

- assisting in the development of proactive marketing and communications plans for departments and committees;
- supporting the planning and implementation of strategic media relations programmes and campaigns and supporting departmental media relations activities; and
- providing support in the development and implementation of the council's marketing and corporate communications plan.

Be an ambassador for the Belfast city brand framework. Supporting the Brand and Marketing Manager in working with partner organisations to influence the use of the city brand framework within their profile, communications, activities and business objectives.

Summary of responsibilities and personal duties

1. Provide support for staff, elected members and the departmental senior management team by writing and editing internal and external high quality materials including speeches, marketing collateral, strategic messages, press articles, online and social media content, handling press enquiries, presentations and reports etc. to support a range of departmental and relevant programmes and projects.
2. Develop and implement departmental and relevant project and programme communications policies and plans that are consistent with both the corporate communications strategy and the departmental business plan for the business areas assigned to you (rotational).
3. Responsible for the provision of high quality written material and press briefings for a range of communications media in relation to departmental issues and other corporate programmes and projects.
4. Responsible for supporting the communications and community engagement activities, including organising news conferences, launches, photo calls in relation to any relevant corporate projects.
5. Contribute to an integrated Office of the Chief Executive 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.
6. Contribute to a proactive approach and delivering public relations campaigns that will develop an energy around the Belfast Brand, Belfast City Council and the Belfast Agenda, showcasing successes and identifying opportunities.
7. Plan, manage, execute and evaluate the success of all activity and media impact.
8. Build working partnerships with communications professionals and relevant individuals within the council's Belfast Agenda plan and city partner organisations.
9. Participate in the successful delivery of a corporate digital 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.
10. Create and support an open communications culture and the sharing of knowledge within the team.
11. Prepare media plans for each department that are consistent with the council's corporate priorities, departmental business plans and the corporate communications strategy.
12. Attend council committee meetings and provide elected members and chief officers with professional advice on all aspects of media relations, report on media activity and proactively identify potential news stories relating to the council.
13. Attend the monthly meeting of the council when required.
14. Attend departmental management team meetings and advise on communications issues.

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15. Build new relationships and maintain existing links with press and broadcast media and develop and maintain an effective contacts database.
 16. Identify specialist media and seek proactive media opportunities in conjunction with council officers and departments.
 17. Work with departments in managing the council's current issues bulletin.
 18. Participate in the council's out-of-hours duty rota system for media contact.
 19. Responsible for managing any temporarily assigned staff.
 20. Assist in the development of a business plan for the section to ensure the delivery of an effective and efficient service.
 21. 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.
 22. Participate as directed in the council's recruitment and selection procedures.
 23. Act in accordance with council and departmental policies and procedures including customer care, equal opportunities, health and safety; safeguarding and any pertinent legislation.
 24. Undertake the duties in such a way as to enhance and protect the reputation and public profile of Belfast City Council.
 25. 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 they may be asked to perform tasks, duties and responsibilities which are not specifically detailed in the job description but which are commensurate with the role.

Employee specification

Date: 11 September 2023

Department: Office of the Chief Executive

Post number: 1809

Section: Marketing, Communications and External Affairs

Job title: **Marketing and Communications Coordinator – Campaigns, Press and Social**

Grade: PO3 + 10 % allowance for out of hours working, where applicable

Essential criteria

Qualifications and, or experience

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

- have a third level qualification in a relevant subject such as communications, journalism, public relations or an equivalent qualification, or, possess full, current membership of an appropriate professional body relevant to journalism, media relations, public relations; **and** be able to demonstrate on the application form, by providing personal and specific examples, at least one year's relevant experience in each of the following areas:

or

- be able to demonstrate on the application form, by providing personal and specific examples, at least two years' relevant experience in each of the following areas:
 - a) developing and implementing communication plans and public relations campaigns for an organisation;
 - b) responding to reactive media enquiries, including social media enquiries, in a time-sensitive manner to meet deadlines; and
 - c) providing media advice and support to senior management and elected members or non-executive board members.

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 provide 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

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 criteria

In addition to the above qualifications, membership, and, or experience, Belfast City Council reserves the right to shortlist only those applicants who can demonstrate, by providing personal and specific examples on the application form:

- d) in the first instance, at least one year's relevant experience of creating and evaluating engaging content for corporate social media channels; and
- in the second instance, those who possess a third level qualification in a relevant subject such as communications, journalism, public relations or an equivalent qualification, or who possess full, current membership of an appropriate professional body relevant to journalism, media relations, public relations and can demonstrate on the application form, by providing personal and specific examples, at **least two years'** relevant experience in each of the aforementioned areas (a) to (c); **or** can demonstrate on the application form, by providing personal and specific examples, **at least three years'** relevant experience in each of the aforementioned areas (a) to (c).

Belfast City Council

Terms and conditions of employment

Marketing and Communications Coordinator (Campaigns, Press and Social) (PO3 + 10 % allowance for out of hours working, where applicable) (Two permanent posts)

Marketing, Communications and External Affairs Section

Office of the Chief Executive

Job applicant privacy notice

Belfast City Council is the Data Controller under the UK General Data Protection Regulation (UK 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 consensually 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.

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 or eligibility to work in the UK.

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 may also be shared with external consultants appointed by the Council for the purposes of candidate attraction and selection, or for the purpose of language interpretation 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.

The Council is also required to collect more sensitive personal data (known as special category personal data) in order to monitor applications for equal opportunities purposes. The equality monitoring information is removed from your application pack before your job application is considered, and is retained in compliance with the council's Records Retention and Disposal Schedule. Your sensitive personal data will not be shared without your consent unless the law permits or places an obligation on the Council to do so.

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 email jobs@belfastcity.gov.uk 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 dataprotection@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, part-time or job share on a permanent, 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 by emailing jobs@belfastcity.gov.uk with your new contact details.

There are currently two permanent, full time posts.

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, membership of a professional body, 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 33 to 36, £39,493 - £42,503 per annum (plus 10% allowance for out of hours working, where appropriate) (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.

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 either:
 - a digital identity check via the council's Identity Service Provider (IDSP). To use this method, you will need to hold a current UK or Irish biometric passport or passport card.
 - or
 - 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 are unable to provide evidence of their right to work and reside in the UK via either of the methods above, must inform the council and a list of any official alternative documentation will be made available to them.
- (c) If applicable, 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 a disclosure of family relationships form.
- (h) 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.

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.

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 they 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 177.6 hours (24 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).

Canvassing

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

Notice

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

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

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

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 jobs@belfastcity.gov.uk by 4pm on **Monday, 2 October 2023**.

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 by this closing date and time. Application forms 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.

We are unable to issue or receive any hard copy application forms, either by post or hand-delivered.

Short-listing and interview date

It is envisaged that short-listing for this post will take place on **Thursday, 5 October 2023**. 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 via MS Teams held on **Wednesday 11 and, or Friday 13 October 2023**.

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 (Campaigns, Press and Social)
(PO3 + 10% allowance for out of hours working, where appropriate)
(There are two full-time, permanent posts)**

Marketing, Communications and External Affairs Section

Office of the Chief Executive

Name of Applicant:

Address:

The closing date for applications is **4pm on Monday, 2 October 2023.**

Completed application forms should be emailed to jobs@belfastcity.gov.uk and you will receive an automatic acknowledgement reply when your application has been received. If you don't receive an automatic acknowledgement reply within 30 minutes, please email jobs@belfastcity.gov.uk again to query this and, or confirm receipt of your application form (office hours are normally Mon-Thurs 8.30am-5pm, Fri 8.30am-4.30pm). You must receive an automatic acknowledgement reply **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 we are unable to issue or receive any hard copy application forms either by post or hand delivered. All application forms must be emailed to jobs@belfastcity.gov.uk

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 vacancies, 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 vacancies 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 on a permanent or temporary (including fixed term contract) basis and may be working full-time, part-time or job-share hours.

Please indicate below whether you would be interested in a permanent, or temporary (including fixed term) posts working full-time, part-time or job-share hours by ticking the appropriate boxes.

If you are interested in permanent, temporary (including fixed term contract), full-time, part-time and, or job share positions please tick (✓) all of the relevant boxes below:

Contract type:

Permanent Temporary (including fixed term contract)

Hours of work:

Full-time Part-time Job share

You can apply for all positions and, if appointed to the reserve list, you will be considered for permanent and temporary vacancies and for full-time, part-time and, or job share hours.

If you apply for all positions, you can accept an offer of temporary employment without giving up your right to be considered for a permanent post. Similarly, 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 are applying for a permanent position only and a temporary position becomes available, we will not offer you this temporary 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 application forms, have a third level qualification in a relevant subject such as communications, journalism, public relations or an equivalent qualification.

Please detail your relevant qualification(s) 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 the closing date for receipt of applications, possess full current membership of an appropriate professional body relevant to journalism, media relations or public relations. 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: |
|---|--------------------|------------------|-------------------|---------|
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Section 3: Experience

5.

You must complete this form in either typescript (Arial font size 11) or legible hand-writing using black ink. You must limit your text in the next section to no more than one A4 page. You must not use continuation sheets. If you submit more than one page, 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 application forms, either:

- have a third level qualification in a relevant subject such as communications, journalism, public relations or an equivalent qualification, or, possess full, current membership of an appropriate professional body relevant to journalism, media relations, public relations; **and** be able to demonstrate on the application form, by providing personal and specific examples, at least one year's relevant experience in each of the following areas:

or

- be able to demonstrate on the application form, by providing personal and specific examples, at least two years' relevant experience in each of the following areas:
 - a) developing and implementing communication plans and public relations campaigns for an organisation;
 - b) responding to reactive media enquiries, including social media enquiries, in a time-sensitive manner to meet deadlines; and
 - c) providing media advice and support to senior management and elected members or non-executive board members.

Short-listing criteria

In addition to the above qualifications, membership, and, or experience, Belfast City Council reserves the right to shortlist only those applicants who can demonstrate, by providing personal and specific examples on the application form:

d) in the first instance, at least one year's relevant experience of creating and evaluating engaging content for corporate social media channels; and

- in the second instance, those who possess a third level qualification in a relevant subject such as communications, journalism, public relations or an equivalent qualification, or who possess full, current membership of an appropriate professional body relevant to journalism, media relations, public relations and can demonstrate on the application form, by providing personal and specific examples, at **least two years'** relevant experience in each of the aforementioned areas (a) to (c); **or** can demonstrate on the application form, by providing personal and specific examples, **at least three years'** relevant experience in each of the aforementioned areas (a) to (c).

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

- (a) You must clearly state the start and end dates of your experience including the number of years' experience you have in this area. You must clearly detail the communications plans and public relations campaigns that you developed and implemented; the steps you took to develop and implement them; the organisations that you developed and implemented them for; the outcomes that these communication plans and public relations campaigns achieved for these organisations, etc.
- (b) You must clearly state the start and end dates of your experience including the number of years' experience you have in this area. You must clearly detail the range of reactive media enquiries that you have responded to; the range and types of social media enquiries that you have responded to; the steps that you took in responding to them; how you dealt with them in a time sensitive manner to meet deadlines, etc.

- (c) You must clearly state the start and end dates of your experience including the number of years' experience you have in this area. You must clearly detail the range and type of media advice and support that you have provided; the senior managers and elected members or non-executive board members that you have provided media advice and support to; how your media advice and support was used, etc.
- (d) You must clearly state the start and end dates of your experience including the number of years' experience you have in this area. You must clearly detail examples of the content you created, how did you evaluate such content, how did you ensure you kept your audience engaged, the range of social media channels you used, your purpose for using such channels, etc.

(a)

Applicants **must** demonstrate here, by providing personal and specific examples, that they have at least one year's or two years' relevant experience (as outlined in the Employee specification) of developing and implementing communication plans and public relations campaigns for an organisation.

Please note, Belfast City Council reserves the right to short-list only those applicants who, in the second instance, can demonstrate at least either two years' or three years' relevant experience in this area.

Continuation sheets must not be used

(b)

Applicants **must** demonstrate here, by providing personal and specific examples, that they have at least one year's or two years' relevant experience (as outlined in the Employee specification) of responding to reactive media enquiries, including social media enquiries, in a time-sensitive manner to meet deadlines.

Please note, Belfast City Council reserves the right to short-list only those applicants who , in the second instance, can demonstrate at least either two years' or three years' relevant experience in this area.

Continuation sheets must not be used

(c)

Applicants **must** demonstrate here, by providing personal and specific examples, that they have at least one year's or two years' relevant experience (as outlined in the Employee specification) of providing media advice and support to senior management and elected members or non-executive board members.

Please note, Belfast City Council reserves the right to short-list only those applicants who, in the second instance, can demonstrate at least either two years' or three years' relevant experience in this area.

Continuation sheets must not be used

(d)

Shortlisting criteria in the first instance: If applicable, please demonstrate here, by providing personal and specific examples, that you have at least one year's relevant experience of creating and evaluating engaging content for corporate social media channels.

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: 0000002134/

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:****What best describes your gender?**Man Woman Non-binary Prefer not to say I use another term (for example, Intersex), please specify: **Do you consider yourself to be trans* or transgender**?**Yes No Unsure 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 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 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 say
 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:
 No religious belief
 Not disclosed

Religious belief

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: