**JOB DESCRIPTION**

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| Competition Title: | Staff Officer - Communications and Public Relations (including Marketing) |
| Grade: | Grade V |
| Reporting To: | Chief Executive or Nominee |
| Tenure: | Specific Purpose contract covering a career break |
| Location: | WWETB, Head Office, Ardcavan, Co Wexford |
| Applications to: | By email to [vacancies@wwetb.ie](mailto:vacancies@wwetb.ie) |
| Competition Profile: | This is an open competition. |

**Summary of Position**

The purpose of this post is to provide high-level administrative support to Waterford and Wexford Education and Training Board. This successful applicant will be responsible for delivering on the strategic objectives of WWETB with regard to communications and marketing. The applicant must have a high degree of understanding of the education and training environment and the importance of strong, timely and accurate communications. They must have experience of various platforms of communication and be competent at writing content. The applicant must have excellent interpersonal and communication skills, the ability to multi-task, meet deadlines and be able to maintain a high degree of accuracy and attention to detail in completing their work. They must have proven communication, administrative and organisational skills.

**Essential Requirements**

* Have the requisite knowledge, skills and competencies to carry out the role. Competencies will be informed by best practice Public Appointment Service competency frameworks for the Irish Public Service;
* be capable and competent of fulfilling the role to a high standard;
* have obtained at least Grade D3 in five subjects in the Leaving Certificate Examination (higher, ordinary, applied or vocational programmes) or equivalent or have passed an examination at the appropriate level within the QQI qualifications framework which can be assessed as being of a comparable to Leaving Certificate standard or equivalent or higher or have appropriate relevant experience which encompasses equivalent skills and expertise;
* Oral Irish – It may be a requirement of the post that the candidate possesses a competency in Oral Irish, to the satisfaction of the Chief Executive of the ETB/to the satisfaction of the IOT. Where there is a requirement for competency in Oral Irish in respect of a post it will be specified in the advertisement for that post.

**Desirable Criteria**

* FQ Level 8 Qualification in Marketing/Communication/Journalism or similar
* Strategic Digital Marketing
* Project Management
* Good working knowledge of the education and training environment of WWETB
* Excellent interpersonal and communication skills
* Experience leading a team that has delivered projects/campaigns, ideally involving media relations, corporate communications, public relations, public information materials, digital content and marketing
* Demonstrated capacity to deliver results through engagement with multiple stakeholders and competing demands as relevant to this role
* Excellent writing ability and experience in the production of professional reports and content and documents for online and offline publication
* Excellent analytical and decision-making skills
* Experience in the development and publication of web content
* Excellent IT skills including Microsoft Office Suite, Social Media and Digital Media experience including hosting platforms such as Facebook, Twitter, Hootsuite, LinkedIn, Podbean, Youtube
* Drive and Commitment to public service values.

**Salary**

Salary will be paid in accordance with such rates as may be authorised by the Minister for Education

from time to time for Grade V positions.

Entry point to this scale will be determined in accordance with Circulars issued by the Department of Education. Rate of remuneration may be adjusted from time to time in line with Government Policy. Please refer to the <https://www.wwetb.ie/about/organisation/human-resources/pay/> for current salary scale. Successful candidates will be paid at point 01 of the salary scale unless they have previous relevant public sector service in experience.

**Application Form**

Applications must be made on the official Staff Officer Application Form and all sections must be completed in full. When completing the application form accuracy is essential as the information supplied in the form will play a central part in the selection process. Applications can be accessed via: <https://www.wwetb.ie/about/organisation/human-resources/vacancies/>

**Shortlisting**

WWETB is an Equal Opportunities Employer. WWETB reserves its right to shortlist candidates, in the manner it deems most appropriate, to proceed to the interview stage of the competition. Shortlisting will be on the basis of information supplied on the Application Form and the likely number of vacancies to be filled*. It is therefore in your own interest to provide a detailed and accurate account of your qualifications/experience on the application form.* The shortlisting process will provide for the assessment of each applicant’s application form against predetermined criteria that reflect the skills and depth of experience considered to be essential for a position at this level. Canvassing will automatically disqualify.

**Interview**

Selection, from shortlisted candidates, shall be by means of a competition based on an interview conducted by WWETB. WWETB Core Values of Respect, Accountability, Learner Focus, Quality and Sustainability are the guiding principles of the organisation and underpin the competencies required to fulfil this role. The interview will be competency based and marks will be awarded under the following Core Competencies identified for the position of Staff Officer Grade V:

* People Management
* Analysis and Decision Making
* Delivery of Results
* Interpersonal and Communication Skills
* Specialist Knowledge, Expertise and Self Development
* Drive and Commitment to Public Service Values

These core competencies are assessed and awarded marks by demonstrating the following key skills sets:

***People Management***

* Consults and encourages the full engagement of the team, encouraging open and constructive discussions around work issues
* Gets the best out of individuals and the team, encouraging good performance and addressing any performance issues that may arise
* Values and supports the development of others and the team
* Encourages and supports new and more effective ways of working
* Deals with tensions within the team in a constructive fashion
* Encourages, listens to and acts on feedback from the team to make improvements
* Actively shares information, knowledge and expertise to help the team to meet its objectives

***Analysis and Decision Making***

* Effectively deals with a wide range of information sources, investigating all relevant issues
* Understands the practical implication of information in relation to the broader context in which s/he works – procedures, divisional objectives etc.
* Identifies and understands key issues and trends
* Correctly extracts and interprets numerical information, conducting accurate numerical calculations
* Draws accurate conclusions and makes balanced and fair recommendations backed up with evidence

***Delivery of Results***

* Takes ownership of tasks and is determined to see them through to a satisfactory conclusion
* Is logical and pragmatic in approach, setting objectives and delivering the best possible results with the resources available through effective prioritisation
* Constructively challenges existing approaches to improve efficient customer service delivery
* Accurately estimates time parameters for project, making contingencies to overcome obstacles
* Minimises errors, reviewing learning and ensuring remedies are in place
* Maximises the input of own team in ensuring effective delivery of results
* Ensures proper service delivery procedures/protocols/reviews are in place and implemented

***Interpersonal and Communication Skills***

* Modifies communication approach to suit the needs of a situation/audience
* Actively listens to the views of others
* Liaises with other groups to gain co-operation
* Negotiates, where necessary, in order to reach a satisfactory outcome
* Maintains a focus on dealing with customers in an effective, efficient and respectful manner
* Is assertive and professional when dealing with challenging issues
* Expresses self in a clear and articulate manner when speaking and in writing

***Specialist Knowledge, Expertise and Self Development***

* Displays high levels of skills/expertise in own area and provides guidance to colleagues
* Has a clear understanding of the role, objectives and targets and how they support the service delivered by the unit and Department/Organisation and can communicate this to the team
* Leads by example, demonstrating the importance of development by setting time aside for development initiatives for self and the team

***Drive and Commitment to Public Service Values***

* Is committed to the role, consistently striving to perform at a high level
* Demonstrates flexibility and openness to change
* Is resilient and perseveres to obtain objectives despite obstacles or setbacks
* Ensures that customer service is at the heart of own/team work
* Is personally honest and trustworthy
* Acts with integrity and encourages this in others

**Additional Information**

**Citizenship**

* Candidates should note that eligibility to compete for posts is open to citizens of the European Economic Area (EEA) or to non-EEA nationals with a valid work permit. The EEA consists of Member States of the European Union along with Iceland, Liechtenstein and Norway.
* Swiss citizens under EU agreements may also apply.

**Health & Character**

A candidate for, and any person holding, the position must be fully competent and capable of undertaking the duties attached to the position and in a state of health such as would indicate a reasonable prospect of the ability to render regular and efficient service.

Those under consideration for a position may, at the discretion of the employer, be required to complete a health and character declaration and a Garda Vetting form.

* References will be sought.
* Canvassing will disqualify.
* Some posts require special security clearance.
* In the event of potential conflicts of interest, candidates may not be considered for certain posts.

**CONDITIONS OF SERVICE**

**Terms of Appointment**

This appointment will provide cover for staff member on career break. It is expected to last 1 year but may be extended further.

**Probation**

All appointments are subject to an 11-month probationary period. If at any time during this period, it appears that the appointee would not be suitable for the final appointment the probation will be terminated.

**Annual Leave**

The employee will be entitled to 25 working days of holidays each year (in addition to the usual Public

and Bank Holidays). The successful candidate will be required to take a portion of annual leave for the period of the Christmas closure.

**Sick Leave**

Sick Leave will be in accordance with established procedures and conditions for WWETB staff generally.

**Maternity / Adoptive / Carers / Parental / Force Majeure Leave**

Maternity / Adoptive / Carers / Parental Leave will be granted in accordance with the arrangements

authorised by the Minister for Education and Skills. The provisions of the Parental Leave Act, 1998 and

any subsequent Acts replacing or amending that Act will apply to Force Majeure Leave.

**Termination**

The appointment will be terminated by one month’s notice in writing on either side.

**General**

The above represents the principal conditions of service and is not intended to be the comprehensive list of all terms and conditions of employment which will be set out in the successful candidate’s employment contract.