



## NAME OF POSITION: SMART DUBLIN - COMMUNICATIONS & CONTENT LEAD (TEMPORARY 3 YEARS)

POSITION No: 77/2023

INFORMATION BOOKLET

CLOSING DATE: MIDNIGHT, ON  
FRIDAY 13<sup>TH</sup> OCTOBER 2023

ON BEHALF OF SMART DUBLIN, DUBLIN CITY COUNCIL INVITE APPLICATIONS, FROM SUITABLY QUALIFIED PERSONS WHO WISH TO BE CONSIDERED FOR INCLUSION ON A PANEL FROM WHICH VACANCIES FOR A COMMUNICATIONS AND CONTENT LEAD MAY BE FILLED

**Dublin** is a major European Union capital city with a vibrant culture and an innovative economy. **Dublin City Council** is at the heart of shaping the city by providing a diverse, multi-layered and evolving range of services for citizens, businesses, the community and visitors to Dublin. Dublin City Council and its employees provide over 500 services across key functional areas of housing, community, planning, development, environmental, roads and traffic, leisure and culture services. For further information on Dublin City Council please log onto [www.dublincity.ie](http://www.dublincity.ie)

### BACKGROUND

Smart Dublin – an initiative of the four Dublin Local Authorities – is a world-leading smart city programme. We bring together local authorities, technology providers, academia and citizens to transform public services and enhance quality of life. We believe that through innovation and collaboration we can help solve local challenges and build a more resilient and sustainable Dublin.

Smart Dublin's objectives are to:

- **Provide Better Services** – To develop, drive and facilitate public services, which are better, easier, more efficient and accessible for citizens.
- **Promote Innovative Solutions** – To provide new, innovative and better solutions to existing and future challenges, which impact our citizens, businesses and visitors.
- **Improve Economic Activity** – To support regional economic development by helping to create an ecosystem that attracts and provides opportunities for entrepreneurs, investors and businesses, and communicates this to the wider world.
- **Increase Collaboration and Engagement** – To create effective internal and external collaborations and partnerships with local authorities, other public sector organizations, academia, external agencies, businesses, citizens and international partners.

See links here for more:

- <https://smartdublin.ie/>
- <https://data.smartdublin.ie/>

## **THE JOB**

We are seeking a Communications and Content Lead to help tell the Smart Dublin story and build our community.

Across our city-region, the four Dublin Local Authorities deliver 'smart' projects; trialling and testing cutting-edge technologies and new ways of working to improve services and quality of life for citizens. From mobility projects to environmental initiatives, policy development to hackathons, the Smart Dublin programme works to improve our public services; improving efficiencies, reducing costs, driving economic growth and future-proofing our communities.

We are seeking an experienced, motivated and enthusiastic Communications and Content Lead to join our team. This is an exciting position for candidates with experience in communications, storytelling, content writing, marketing, journalism or another relevant discipline. This role will be particularly suited to those with an interest in emerging technologies, digital solutions and/or smart cities. The successful candidate will possess exceptional communications skills, an ability to work as part of a complex and diverse ecosystem and a passion for delivering positive societal change.

The Smart Dublin Communications and Content Lead will work closely with all members of the Smart Dublin network and report to the Smart Dublin Regional Manager. They will liaise with the Smart Dublin representatives in each the four Dublin Local Authorities, Smart Dublin Districts and external Smart Dublin ecosystem to support the delivery of the Smart Dublin programme. They may also be responsible for junior staff.

The Post holder will be the Smart Dublin brand custodian, expected to clearly communicate the Smart Dublin narrative to diverse 'smart city' stakeholder groups both internally and externally, and to foster links with these stakeholders to support innovation activities and new collaboration opportunities.

## **THE IDEAL CANDIDATE SHALL**

The ideal candidate should be able to demonstrate the following knowledge, skills and competencies:

### **Communications**

- Be passionate about story-telling, digital communications and community-building;
- Demonstrate a strong understanding of corporate brand concepts and brand management experience;
- Have excellent written communications skills with an ability to adapt stylistically to meet the needs of multiple audiences;
- Be capable of translating sometimes complex or technical concepts into accessible and engaging content;
- Demonstrate excellent verbal communications skills with experience in public presentations;
- Demonstrate experience in workshop design and facilitation;
- Demonstrate experience in event management and coordination;
- Demonstrate experience in stakeholder management and network building;
- Demonstrate a successful track-record in grant/bid writing;
- Demonstrate experience in the use of relevant digital platforms and tools such as; all major social media platforms, Hootsuite, Adobe Suite, WordPress CMS.

### **Project Management**

- Experience in project management and managing a schedule of work, resources, risks/issues, multiple stakeholders, etc.;
- Demonstrate an ability to manage/drive change within an organisation.

### **Personal Skills**

- Be self-motivated with an ability to work on own initiative and operate successfully within a team environment;
- Have good interpersonal skills with an ability to work co-operatively across the diverse Smart Dublin ecosystem (e.g. four Dublin local authorities, industry, academic institutions, community groups, etc.) and manage these relationships;
- Possess sound and balanced judgement and decision-making ability.

## **QUALIFICATIONS**

### **CHARACTER:**

Each candidate shall be of good character.

### **HEALTH:**

Candidates shall be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

### **EDUCATION, EXPERIENCE, ETC.:**

- (a) (a) have obtained at least a Grade D (or a Pass), in Higher or Ordinary Level, in five subjects (or four subjects if Irish is included) from the approved list of subjects in the Department of Education Established Leaving Certificate Examination or Leaving Certificate Vocational Programme including Irish and/or English and one of the following : Mathematics, Accounting, Business Organisation or Economics, and
- (b) have obtained at least Grade C (or Honours) in higher level (or Honours) papers in three subjects in that examinations (or two subjects if Irish and/or one of the following is included: Mathematics, Accounting, Business Organisation or Economics) or
- (b) have obtained a comparable standard in an equivalent examination, or
- (c) hold a third level qualification of at least degree standard, and
- (d) have satisfactory experience in administrative procedures, including adequate practical experience in work of an executive nature, office organisation and control of staff.

**Or**

- (a) be a serving employee in a local authority, or a regional assembly and have not less than two years' satisfactory experience in a post of Clerical Officer or analogous post, and
- (b) have satisfactory experience in administrative procedures, including adequate practical experience in work of an executive nature, office organisation and control of staff.

### **It is desirable that the successful candidate would have:**

- (a) Hold a recognised degree (level 8 in the National Framework of Qualifications) in Marketing, Communications, Journalism, or another relevant related discipline;

- (b) Have a minimum of 3 years' satisfactory relevant work experience;
- (c) Good knowledge of innovation and smart cities concepts;
- (d) Experience of working with complex organisations and diverse stakeholder networks
- (e) Have an awareness of Health and Safety Legislation and Regulations and their application in the workplace

## DUTIES

The duties of the post include the following:-

- (i) To manage and ensure the integrity of the Smart Dublin brand;
- (ii) To manage and deliver Smart Dublin digital communications;
- (iii) To support the Smart Dublin Regional team, the Smart Dublin representatives in each the four Dublin Local Authorities and Smart Districts/Partnership teams to communicate their work through content creation, publications and/or events;
- (iv) To lead the organisation of Smart Dublin events (e.g. in-person, webinars)
- (v) To support the development, maintenance and expansion of the Smart Dublin initiative regionally, nationally and internationally;
- (vi) To research and write funding and award applications to pilot and scale up the delivery of smart city projects and innovation partnerships across the Dublin region;
- (vii) To manage and mentor junior staff.

## SELECTION PROCESS

- Posts of **Smart Dublin – Communication & Content Lead (Temporary 3 Years)** will be filled from this publicly advertised competition. Selection shall be by means of a competition conducted by or on behalf of Dublin City Council.
- Candidates should note that the information provided by them in their application form and assessment questions, will form the basis on which eligibility and short listing is conducted.
- Dublin City Council reserves the right to undertake eligibility and/or shortlist candidates in the manner it deems most appropriate.
- A panel may be formed on the basis of interviews. A candidate whose name is on a panel and who satisfies the Council that they possesses the qualifications declared for the post and that they are otherwise suitable for appointment may, within the life of the panel, subject to the appropriate Department of Housing, Local Government and Heritage sanction, be appointed as an appropriate vacancy arises.
- The life of the panel shall be for a period of one year from the date of its formation.
- Dublin City Council shall require any person to whom an appointment is offered to take up such appointment within a period of not more than one month and if they fail to take up appointment within

such period, or such longer period as the Council in its absolute discretion may determine, the Council shall not appoint them.

## SHORTLISTING

Dublin City Council reserves the right to shortlist candidates to proceed to the interview stage of the competition. Shortlisting of candidates will be on the basis of information supplied on the **Application Form in conjunction with the answers given in the assessment questions, It is therefore in your own interest to provide a detailed and accurate account of your qualifications/experience in your application.**

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.

## INTERVIEW

The interview will be competency based and marks will be awarded under agreed competencies.

- **Delivering Results**
- **Interpersonal and Communication Skills**
- **Analysis and Decision Making**
- **Personal Effectiveness**
- **Driving and Managing Change**

Please see pages 8 & 9 of the Candidate Information Booklet for more details

## SALARY

The salary scale for the position of **Smart Dublin –Communications & Content Lead (Temporary 3 Years)** is: -  
€52,557; €53,811; €55,338; €58,213; €59,929 (Maximum); €62,063 (1<sup>st</sup> LSI) (after 3 years satisfactory service on the Maximum); €64,209 (2<sup>nd</sup> LSI) (after 3 years satisfactory service on the 1<sup>st</sup> LSI).

Entry point to this scale will be determined in accordance with Circulars issued by the Department of Housing, Local Government and Heritage. **In accordance with Departmental Circular letter EL 02/2011, a person who is not a serving public service employee on or after 1st January 2011, will enter the scale for the position at the minimum point.**

Rate of remuneration may be adjusted from time to time in line with Government Policy.

Under the Public Service Stability Agreement 2013, the working hours for newly appointed/promoted staff are **35 hours per week.**

**All applicants must refer to the *Additional Candidate Information Booklet*, which can be found on Dublin City Council's Digital Recruitment Platform, for additional relevant information pertaining to the salary scale and the recruitment process.**

## PARTICULARS OF POSITION

- (a) The post is temporary, whole time and pensionable. **The successful candidate will, be employed, subject to satisfactory service, on a fixed term contract basis for a period of 3 years. The nature of this employment is fixed term in line with sanction received from the Department of Housing, Local Government and Heritage. A contract will therefore be issued on such objective grounds.**

- (b) The holder of the post will be assigned to **Smart Dublin – Corporate Services & Transformation Department**, Dublin City Council.
- (c) Dublin City Council reserves the right to, at any time, assign an employee to any premises in use by the City Council, now or in the future.

## CITIZENSHIP

Candidates must, by the date of any job offer, be;

- a) A citizen of the European Economic Area (EEA). The EEA consists of the Member States of the European Union, Iceland, Liechtenstein and Norway, or
- b) A citizen of the United Kingdom (UK), or
- c) A citizen of Switzerland pursuant to the agreement between the EU and Switzerland on the free movement of persons, or
- d) A non-EEA citizen who is a spouse or child of an EEA or UK or Swiss citizen and has a stamp 4 visa, or
- e) A person awarded international protection under the International Protection Act 2015 or any family member entitled to remain in the State as a result of family reunification and has a stamp 4 visa, or
- f) A non-EEA citizen who is a parent of a dependent child who is a citizen of, and resident in, an EEA member state or the UK or Switzerland and has a stamp 4 visa.

## ADDITIONAL RELEVANT INFORMATION FOR APPLICANTS

- The *National Vetting Bureau (Children and Vulnerable Persons) Act 2012 to 2016* came into effect on 29th April 2016. The Act places a statutory obligation on Dublin City Council to ensure that ‘any work or activity which is carried out by a person, a necessary and regular part of which consists mainly of a person having access to, or contact with children or vulnerable persons will be the subject of Garda Vetting’.
- Subject to the provisions of the *Freedom of Information Act 2014*, applications will be treated in strict confidence.
- Any attempt by a candidate themselves or by any person(s) acting at the candidate’s instigation, directly or indirectly, by means of written communication or otherwise, to canvass or otherwise influence in the candidate’s favour, any employee of the City Council or person nominated by the City Council to interview or examine applicants, will automatically disqualify the candidate for the position being sought.
- It is important to remember that this is a competitive process for a role where integrity is paramount. Sharing information on the selection / interview process e.g. through social media or any other means, may result in a candidate being disqualified from the competition.
- Dublin City Council does not allow the unsanctioned use of any type of recording equipment during interviews or on its premises. This applies to any form of sound recording and any type of still picture or video recording, whether including sound recording or not, and covers any type of device used for these purposes.
- An applicant who is found to be ineligible at any stage of the competition will not be further considered. Provision of inaccurate, untrue or misleading information will lead to disqualification from the competition, withdrawal of employment offer or dismissal.

- A candidate who does not attend for interview when and where required by the City Council, or who does not, when requested, furnish such evidence as the City Council requires in regard to any matter relevant to their candidature, will have no further claim to consideration.
- The City Council will not be responsible for any expenses candidates may incur in connection with their candidature.

## **CLOSING DATE**

**All applications must be made through Dublin City Council's official Digital Recruitment Platform.**

For any queries please contact [hrqueries@dublincity.ie](mailto:hrqueries@dublincity.ie)

**Applications must be submitted before Midnight on Friday, 13<sup>th</sup> October 2023.**

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**SENIOR EXECUTIVE OFFICER  
HUMAN RESOURCES DEPARTMENT**

Dated this \_\_\_\_\_ 2023

**This document is also available in Large Print, High Contrast Print and Braille on request.**

## INFORMATION SHEET – COMPETENCY FRAMEWORK

A competency framework has been developed for the position of **Smart Dublin Communication & Content Lead (Temporary)**. The key competencies for the role are as follows:

Competency	Behaviours
<b>Delivering Results</b>	<p>Contributes to the development of operational plans and leads the development of team plans.</p> <p>Plan and prioritises work and resources effectively.</p> <p>Establishes high quality services and customer care standards.</p> <p>Makes timely, informed and effective decisions and shows good judgement and balance in making decisions or recommendations</p>
<b>Interpersonal and Communication Skills</b>	<p>Leads, motivates and engages employees to achieve quality results and to deliver on operational plans.</p> <p>Has strong interpersonal and communication skills with the ability to manage critical relationships across a wide range of stakeholders.</p> <p>Effectively manages team and individual performance.</p> <p>Has good and effective written and verbal skills.</p> <p>Establishes and maintains positive working relationships within an across the organisation.</p>
<b>Analysis &amp; Decision Making</b>	<p>Has sound and balanced judgement and decision making ability.</p> <p>Acts quickly and decisively in a crisis and deals with problems in a proactive way.</p> <p>Ability to adapt to changing priorities</p>
<b>Personal Effectiveness</b>	<p>Understands the role of Smart Dublin Communications Content Lead (Temp).</p> <p>Takes initiative and seeks opportunities to exceed goals.</p> <p>Manages time and workload effectively.</p> <p>Maintains a positive, constructive and enthusiastic attitude to their role.</p>
<b>Driving and Managing Change</b>	<p>Displays the ability to think and act strategically to ensure that functional responsibility is properly aligned with purpose, mission and vision of Dublin City Council.</p> <p>Has knowledge and understanding of local government structure including service requirements.</p> <p>Understands key challenges facing the local government sector and Dublin City Council.</p>

	<p>Is effective in translating the vision of the Corporate Plan into operational plans and outputs.</p> <p>Develops and maintains positive, productive and beneficial working relationships.</p> <p>Effectively manages the introduction of change and demonstrates flexibility and openness to change.</p>
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