



NAME OF POSITION: SOCIAL MEDIA & ONLINE MARKETING OFFICER, DUBLIN CITY COUNCIL

POSITION No: 64/2025

INFORMATION BOOKLET

**CLOSING DATE: MIDNIGHT ON
FRIDAY, 15TH AUGUST 2025**

DUBLIN CITY COUNCIL INVITES APPLICATIONS, FROM SUITABLY QUALIFIED PERSONS, WHO WISH TO BE CONSIDERED FOR INCLUSION ON A PANEL FROM WHICH VACANCIES FOR SOCIAL MEDIA & ONLINE MARKETING OFFICER 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 900 services across key functional areas of Housing, Community, Planning, Development, Environmental, Roads and Traffic, Economic, Leisure and Culture Services. For further information on Dublin City Council please log onto www.dublincity.ie

BACKGROUND

Dublin City Council is responsible for the operation of Dublin's Place Brand with associated website, **Dublin.ie** and multiple social media channels (eg. Facebook, Twitter, Instagram, TikTok), promoting Dublin as a place to live, work, study, invest and visit. The website, social media channels and programming activity leverages Dublin's strengths for the benefit of the Dublin region and is designed to work with key public, semi-state and private sector stakeholders, committed to actions set out in the Dublin Regional Enterprise Plan 2024.

We are about to conclude a strategy designed to support the future development of the Dublin Place Brand. The primary audience for Dublin Place Brand activity is those who are living in the Dublin region with the "What's On" content design to inspire those based here to make the most of their city region experience. The Place Brand website also has content relevant to an international audience, which works to attract an international focus for students, workers, and investment. The success of the brand and the site is dependent on understanding the needs of our audiences and communicating effectively with each persona both at home and abroad. Consistent and targeted communication is key to implementing a successful place branding strategy and associated campaigns, a Social Media & Online Marketing co-ordinator is essential to deliver on this ambition.

THE JOB

The **Social Media & Online Marketing Officer** will report to the team lead of the Dublin Place Brand team. The successful candidate will play a lead role in the areas of social media development, online marketing, campaigns, communications, analytics, reporting, engagement, presenting and research and will deliver on targets and Key Performance Indicators, established for the performance of the Dublin Place Brand. They will also work closely with our Stakeholder Engagement & Offline Marketing Officer and other members of the team and internal and external stakeholders.

THE IDEAL CANDIDATE SHALL

- possess excellent communication skills, verbal and written, with focused attention to detail;
- have good experience in developing, delivering and growing engagement on social media through online marketing channels and campaigns;
- have the ability to efficiently and effectively produce social media and online marketing content designed to increase engagement on each of the channels, including graphic design, promotional reels, videography, photography and other relevant content;
- have the ability to efficiently and effectively manage external contractors, such as graphic designers, advertising agencies, videographers, photographers; to produce relevant content for social channels and on line marketing.
- demonstrate an interest in telling Dublin’s story in a compelling way and in line with the brand guidelines;
- be able to work independently on own initiative and as part of a small team and deliver work on time and to a high standard in keeping with agreed plans and objectives;
- have the ability to multi-task, remain calm under pressure and meet tight deadlines;
- be willing to work flexibly (some events take place at evenings and weekends);
- have a good understanding of, and the ability to, report and deliver on tasks and operate effectively within the corporate governance environment;
- possess strong interpersonal skills and self-initiative and an ability to develop key working relationships with internal and external stakeholders;
- demonstrate confidence in their own understanding and their ability to exercise good judgement and decision-making, mixing pragmatism with innovation;
- possess the ability to think creatively and the self-awareness to learn from other team members and learn from mistakes – to try, fail, learn, and try again.

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.:

Each candidate must, on the latest date for receipt of completed applications: -

- (a) hold a recognised degree (Level 8 in the National Framework of Qualifications) or equivalent professional qualification in Multimedia, Communications, Marketing, Computer Science or related field
or
hold a recognised Post Graduate degree (Level 9) in one of the aforementioned fields;
- (b) have a minimum of two years experience in one or more of the above fields, with a proven track-record in delivering results;

- (c) possess a good standard of training and experience in, WordPress, Google Analytics, Meta Business Suite, Adobe Suite, HTML, email marketing and video and relevant emerging technologies;
- (d) be proficient in using pay-per-click advertising tools and managing sponsored ad campaigns;
- (e) have good knowledge and awareness of Health and Safety Legislation and Regulations, their implications for the organisation and the employee, and their application in the workplace.

DUTIES

The duties of the post include, but are not limited to, the following: -

SOCIAL MEDIA

- Manage day-to-day operations of all social media channels in line with relevant strategy documents;
- Create high quality content relevant to each of the channels, directly, through stakeholder agreement or through team engagement or management of external contractors;
- Develop powerful and engaging social media campaigns using striking imagery, copy and video;
- Ensure communication outputs are two way with internal and external stakeholders, and that all communications are of a high standard and respond to the needs of the target audience;
- Ensure all communications materials follow design guidelines and tone of voice, are produced on time and within budget;
- Use the best of available technologies and resources to engage and grow our target audience;
- Engage, liaise with and manage contractors and suppliers;
- Promote and build on the reputation and recognition of the Dublin Place Brand.

ONLINE MARKETING

- Develop and execute strategic campaigns, both short and long term, across PPC (pay per Click) platforms;
- Liaise with stakeholders and partners to engage them in our digital campaigns;
- Engage in social media and marketing elements of combined campaigns of on and off line content.

ANALYTICS, REPORTING AND RESEARCH

- Monitor, interpret and report analytics, using them to improve content, engagement, messaging and targeting;
- Report on performance against Key Performance Indicators as defined in relevant strategy documents;
- Commission, undertake and manage research as required.

COMMUNICATIONS

- Attend regular meetings with the team, suppliers and stakeholders;
- Communicate effectively with all members of the team and senior management;

- Manage the budget assigned to Social Media & Online Marketing;
- Communicate effectively with target audience at home and abroad.

CONTENT DEVELOPMENT

- Plan, create and edit graphics, photos, videos and other media in advance and in response to opportunities;
- Develop and maintain a library of high quality photos, videos, and other digital assets;
- Engage in on-going training and development to keep up to date with evolving trends in marketing and social media communications and campaigns.

The particular duties and responsibilities attached to the post may vary from time to time, without changing the general character of the duties or level of responsibilities entailed. The post holder may therefore be required to perform duties appropriate to the post, other than those detailed above, and to take instructions from and report to, an appropriate Officer or such designated Officer as may be assigned from time to time by the City Council.

The duties of the post are to give to the local authority and to

- (a) The local authorities or bodies for which the Chief Executive is Chief Executive, and
- (b) To any other local authority or body with which an agreement has been made by the local authority or by any of the authorities or bodies referred to in sub-paragraph (a) of this paragraph under the general direction and control of the Chief Executive or of such officers as the Chief Executive may from time to time determine, such appropriate computing, technical, management, administrative, executive, supervisory, advisory and ancillary services as may be required by any local authority or body hereinbefore mentioned in the exercise and performance of any of its powers, functions and duties and to exercise such powers, functions and duties as may be delegated to them by the Chief Executive from time to time including the duty of servicing all committees that may be established by any such local authority or body. The holder of the post will, if required, act for an officer of a higher level.

SELECTION PROCESS

- Posts of **Social Media and Online Marketing Officer** 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 possess 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.
- Successful candidates may be required to undergo a pre-employment medical and reference checks prior to final offer & appointment.

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 examples given to 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 the following competencies;

- **Delivering Results**
- **Performance through People**
- **Communicating Effectively**
- **Personal Effectiveness**
- **Understanding Purpose & Change**

Please see page 8 of the Candidate Information Booklet for more details.

SALARY

The salary scale for the position of **Social Media and Online Marketing Officer** is: -

€51,210; €52,739; €54,301; €55,895; €57,501 (Maximum); €59,373 (1st LSI) (after 3 years satisfactory service on the Maximum); €61,252 (2nd LSI) (after 3 years satisfactory service on the 1st 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 at <https://careers.dublincity.ie> for additional relevant information pertaining to the salary scale and the recruitment process.

PARTICULARS OF POSITION

- (a) The post is permanent, whole time and pensionable.
- (b) Dublin City Council reserves the right to, at any time, assign an employee to any Department now or in the future.
- (c) A period of one year's probation applies where a person is permanently appointed to Dublin City Council.

CITIZENSHIP

Candidates must, by the date of application 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.

Dublin City Council welcomes all nationalities and ethnic backgrounds to join its diverse workforce and we hereby reserve the sole discretion to vary the above requirements from time to time subject to the business needs and staffing requirements

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 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.
- The onus is on the candidate to keep a regular check on their Email Account as email notifications of updates may sometimes be filtered into your Junk/Spam email folders. Dublin City Council accepts no responsibility for communication not accessed or received by an applicant.

APPLICATION PROCESS

All applications must be made through Dublin City Council's official Digital Recruitment Platform. Please be advised that applications should not be submitted until all sections of the form, including the assessment questions are completed.

For any queries please contact: hrqueries@dublincity.ie

CLOSING DATE

Applications must be submitted before Midnight on Friday, 15th August 2025.

**SENIOR EXECUTIVE OFFICER
HUMAN RESOURCES DEPARTMENT**

Dated this _____

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

INFORMATION SHEET – COMPETENCY FRAMEWORK

The key competencies for the position of **Social Media and Online Marketing Officer** are as follows:

Competency	Examples of Behaviours
Delivering Results	<p>Translates the business or team plan into clear priorities and actions for their area of responsibility.</p> <p>Plans work and allocation of staff and other resources effectively.</p> <p>Implements high quality service and customer care standards.</p> <p>Makes decisions in a timely and well informed manner.</p>
Performance through People	<p>Demonstrates a good understanding of the components of the job.</p> <p>Leads and develops the team to achieve corporate objectives.</p> <p>Effectively manages performance.</p> <p>Ability to work in a team to deliver programmes and projects and to work to strict deadlines.</p>
Communicating Effectively	<p>Has effective written and verbal skills.</p> <p>Demonstrates good interpersonal skills.</p> <p>Ability to establish the necessary communication processes to develop team spirit, trust and motivation.</p>
Personal Effectiveness	<p>Takes initiative and is open to taking on new challenges or responsibilities.</p> <p>Manages time and workload effectively.</p> <p>Maintains a positive and constructive and enthusiastic attitude to their role.</p>
Understanding Purpose & Change	<p>Has knowledge and understanding of local authority functions and structures.</p> <p>Understands key challenges facing the local authority sector and Dublin City Council.</p> <p>Understands the responsibilities of a local authority supervisor or employee to uphold high standards of governance, compliance and behaviour.</p> <p>Demonstrates flexibility and openness to change.</p> <p>Understands the role of the Social Media and Online Marketing Officer.</p>