



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

NAME OF POSITION: MEDIA & COMMUNICATIONS OFFICER

POSITION No: 39/2019

INFORMATION BOOKLET

**CLOSING DATE: MIDNIGHT ON
THURSDAY, 25TH JULY 2019**

DUBLIN CITY COUNCIL INVITES APPLICATIONS, FROM SUITABLY QUALIFIED PERSONS, WHO WISH TO BE CONSIDERED FOR INCLUSION ON A PANEL FROM WHICH VACANCIES FOR **MEDIA & COMMUNICATIONS OFFICER** MAY BE FILLED.

Dublin is an international capital city and is the economic engine of the region and state. **Dublin City Council** seeks to enhance the city's attraction as a place in which to invest, to work, to live and to visit. Dublin City Council takes the lead role in shaping the strategic vision of the city. It provides a diverse, multilayered and evolving range of services to both citizens and visitors to Dublin, which includes the provision of housing, planning, development, environmental, roads and traffic, leisure and community services. For further information on Dublin City Council please log onto www.dublincity.ie

BACKGROUND

The **Media and Communications Office** is part of the **Chief Executive's Department** of Dublin City Council. The Department supports the Chief Executive, the Elected Council and The Lord Mayor of Dublin. It operates the secretariat, Franchise Section, Internal Communications, the Web unit, Smart Dublin office, the Office of the Lord Mayor in the Mansion House and services to the Council in City Hall. The Media and Communications Office has a key role in creating and coordinating media plans for Council policies, projects and events including Freedoms of the City and the Dublin Literary Award. The office also provides an out of hours service for media outlets.

THE JOB

The **Media and Communications Officer** will run a very busy media office and have responsibility for timely and appropriate responses to media enquiries, advertising expenditure, management of public relations, crisis communications and brand management. Reporting to the Senior Executive Officer the post holder will work closely with senior managers across the organisation on the diverse services offered by the City Council.

The Media and Communications Officer, in partnership with colleagues in internal communications and the Web Unit, will lead in the development and delivery of a Communications Strategy for the City Council.

S/he will be responsible for managing Dublin City Council's reputation in the Media and organising the appropriate response to planned and emerging media issues. Monitoring all media outlets including social media, the Media and Communications Officer will make colleagues aware of priority coverage and provide guidance when Dublin City Council response required. Providing day to day advice to the Chief Executive and senior managers in the organisation the post holder will advise on media response options to negative stories. S/he will work with colleagues on media and advertising campaigns and will be responsible for the management of the Dublin City Council brand.

THE IDEAL CANDIDATE SHALL

- Have relevant experience in corporate or consumer public relations as well as a proven track record in working effectively within a busy office and dealing with public enquiries;
- Possess excellent communication skills and interpersonal skills. In particular the candidate will be expected to have a high standard of written English.
- Have the ability to present written material in a clear, innovative and attractive way;
- Have excellent IT skills including experience in website management and social media platforms;
- Have proven media relations experience, particularly in developing and implementing campaigns across various communications platforms and media;
- Be strongly self-motivated and have a proven ability to work under pressure;
- Be a natural leader with the ability to manage and motivate a team;
- Demonstrate initiative, creativity and persistence, with a strong focus on follow through to the outcome/completion of programmes or campaigns;
- Possess confidence in their own understanding and their ability to exercise good judgement and decision-making, with a strong character and ability to build rapport with a diverse range of people;
- Demonstrate a tolerant and committed attitude and a professional manner;
- Have a consultative, politically astute and “knowledge sharing” approach, and the ability to quickly grasp and discuss issues at all levels;
- Have a collaborative style and an ability to co-ordinate cross-functional and sectoral initiatives and teams;
- Be willing to work flexibly (some work take place at evenings and weekends);
- Have a good understanding of, and the ability to, operate effectively within the corporate governance environment;
- A capacity to communicate in Irish both verbally and in writing is highly desirable;
- Have an understanding of local government and local democracy, an awareness of its powers, functions and any proposals for change;
- Have the ability to plan and organise work systematically to meet deadlines, and have the confidence and initiative to review and raise conflicting priorities;
- Demonstrate prior experience liaising in a discreet, professional manner with senior stakeholders and members of their teams in both verbal and written correspondence, on behalf of senior management.

On the date of appointment the successful candidate must possess a current unendorsed full driving licence (Category A1, A and/or B) as he/she may be required to drive in the course of his/her duties.

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 application forms:

- (a) hold a Bachelor or Masters degree (Level 8 or Level 9 in the National Framework of Qualifications) in Public Relations, Public Affairs, Communications, Marketing, Journalism or equivalent.
- (b) have not less than five years satisfactory experience in a communications role, to include two years in a leadership role.
- (c) possess a high standard of relevant training as well as experience in staff management.

DUTIES

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

The Media & Communications Officer will:

- (i) Provide communications support and advice to the Chief Executive, the Executive Management Team and staff across the organisation;
- (ii) Ensure a strategic approach to all Council communications;
- (iii) Design, implement and lead the delivery of a Communications Strategy incorporating greater use of all media platforms and the Council's website;
- (iv) Ensure that all stakeholders understand the work of Dublin City Council;
- (v) Implement, and measure the effectiveness of communication deliverable;
- (vi) Consult with management and agree key messages.

Specific responsibilities will include:

- (i) Managing the Media Relations Team and resources;
- (ii) Further develop staff awareness of the importance of external communications;
- (iii) Identify new opportunities to develop public understanding of the role of the Council;
- (iv) Identify further opportunities to promote the Dublin City Council brand;
- (v) Managing the Press Office/Media Relations Section and PR functions of the organisation;
- (vi) Work closely with colleagues in the web unit, social media, Irish Language and customer services to deliver cohesive communications to all audiences
- (vii) Promoting the key activities of Dublin County Council, including briefing the media and key stakeholders;

- (viii) Organising press conferences and media briefings;
- (ix) Advising the Lord Mayor, the Elected Members, the Chief Executive and the Senior Management Team when writing and drafting communications material and advising on media and communications issues;
- (x) Attending relevant Council events;
- (xi) Providing media cover as required;
- (xii) Ensure quality and accurate media reporting;
- (xiii) Preparing officials prior to media engagements;
- (xiv) Such other duties as may be assigned from time to time.

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 him or her 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 **Media and Communications 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 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.
- Where a competition has been advertised on a Rolling Recruitment basis, rounds of candidates may be progressed to eligibility/shortlisting/interview stages, while the competition remains open for new applications. Provided a position remains open for applications, candidates who are unsuccessful at interview for a rolling recruitment position may reapply. However, an exclusion period for a second or subsequent interview may apply. For further details please read the *Additional Candidate Information Booklet*.
- A panel may be formed on the basis of interviews. A candidate whose name is on a panel and who satisfies the Council that he/she possesses the qualifications declared for the post and that he/she is

otherwise suitable for appointment may, within the life of the panel, subject to the appropriate Department of Housing, Planning and Local Government 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 he/she fails 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 him/her.

INTERVIEW

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

As part of the interview process candidates may be asked to make a presentation to the interview board.

SALARY

The salary scale for the position of **Media & Communications Officer** is: -

€48,978; €50,176; €51,576; €52,979; €54,384, €55,637; €56,922; €58,166; €59,405 (Maximum); €61,534 (1st LSI) (after 3 years satisfactory service on the Maximum); €63,672 (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, Planning and Local Government. **In accordance with Departmental Circular letter EL 02/2011, a person who is not a serving local authority 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 37 hours per week. All posts will be offered on the basis of the candidate working wholetime.

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 permanent, whole time and pensionable.
- (b) The duties of the job may require some activity outside normal hours.
- (c) 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. This can be extended at the discretion of the Chief Executive.

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 himself or herself 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 his/her 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

Applications must be submitted before Midnight on Thursday, 25th July 2019.

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

Dublin City Council, Human Resources Department