



Communications Executive (Executive Officer)

GENERAL JOB SPECIFICATION Duties and Terms & Conditions of Employment

1. PREAMBLE

Mary Immaculate College (MIC) is an autonomous, university-level, Catholic College of Education and the Liberal Arts. Founded in 1898, and linked academically with the University of Limerick, MIC is the oldest higher education institution in Limerick. Significant expansion in recent decades has seen the College's offerings proliferate across two impressive campuses, one based in the heart of Limerick City and one in Thurles, Co. Tipperary. The diverse student community is made up of more than 5,000 learners, participating in nine undergraduate degree programmes and a multiplicity of postgraduate opportunities extending to doctoral level. Academic staff are engaged in a wide range of research interests which underpins all teaching and learning at the College.

MIC seeks to prepare its students for professional excellence and to nurture their capacity to lead flourishing lives.

2. CANDIDATE PROFILE AND SCOPE OF THE POSITION

Mary Immaculate College wishes to appoint a suitable candidate to the position of Communications Executive on a permanent, full time basis.

The Communications Executive will be a key member of the Corporate Communications & Marketing Services team, working within the communication division. S/he will play a proactive role in the promotion of Mary Immaculate College and its key strategic priorities and will play an important administrative role in the successful execution of the College's various communication strategies. S/he will interact constructively, efficiently and effectively with staff and external bodies as needed.

Essential Qualifications & Skills

In order to be considered for this post, applicants must have:

1. (a) A third level qualification in Marketing, Communications, or a related discipline, at level 6 or higher on the National Qualifications Framework and a minimum of 2 years relevant experience in either a marketing or communications role;

or

- (b) A minimum of 5 years' previous experience in a comparable communications or marketing role;

2. Proven content generation experience, with excellent written English skills and high levels of accuracy.
3. Excellent IT skills, particularly in web-based content management systems, various social media platforms and other related tools for marketing and communications activity;
4. Excellent interpersonal and communication skills;
5. Proven ability to work collaboratively and supportively with a wide variety of stakeholders;
6. Proven administrative skills with the ability to prioritise, manage and complete a variety of tasks at times of high pressure with an ability to work effectively on own initiative and to established deadlines.

Cuirfear fáilte faoi leith roimh iarratais ó dhaoine go bhfuil inniúlacht acu sa Ghaeilge. Applications are welcome from people who have a competence in the Irish language.

Candidates must clearly indicate in their applications how they meet each of the above criteria.

3. JOB DESCRIPTION

Reporting Relationship

The appointee is required to carry out the duties attached to the post, under the general direction of the Director of Corporate Communications & Marketing Services, to whom he/she reports and to whom he/she is responsible to for the performance of these duties in the first instance.

The appointee will report through the Director of Corporate Communications & Marketing to the College President and/or to such other College Officers as the President may designate from time to time. S/he will liaise with the Deans of Arts and Education, Heads of Departments, Course Leaders and other College personnel and with relevant College bodies in carrying out the duties attaching to the post.

The reporting relationship is subject to review and may be altered from time to time, in line with service needs and developments in the College.

Role & Responsibilities

- Contribute to the implementation of MIC's Communications Strategy, including identifying appropriate communications channels, for the successful promotion and dissemination of the College's strategic priorities and key messages.
- Creating, managing and growing MIC's social media profiles by ensuring appropriate content is regularly created and published across relevant platforms including website, social media, blogs, etc.
- Creation of suitable content (copywriting, editing, design), for various media outlets, including but not limited to press releases, advertorial, infographics, blogs and vlogs.
- Proof-reading various publications as needed.
- Proactively developing relations with media.
- Maintenance and development of media database.
- Event management of College PR events as required.
- Management of press clippings archive.
- Coordinating and issuing regular communications with MIC Alumni.
- Further developing and maintaining MIC Alumni database.
- Event management of annual Alumni Reunion.
- Monitoring the success of activities undertaken, gathering the results to inform future activities

- through evaluation and presenting progress reports on same.
- Providing assistance to the Marketing Division of the Office when required.
- Undertaking any other reasonable duties to further the efficient organisation of the Corporate Communications & Marketing Services as required by College Management.

The duties and responsibilities are broadly defined and are not exhaustive. The performance of the entire range of duties is not necessarily confined to any one individual, as the work requires that the staff function in a flexible manner, and work together as a team. The College retains the right to assign new duties and/or to re-assign staff to other areas of the College, in response to service needs.

4. TERMS AND CONDITIONS OF EMPLOYMENT

General

All persons employed will sign an appropriate contract, which will contain terms and conditions of the employment. A job description is given to all applicants for employment and this will form part of the contract documentation.

Place of Work

The appointee's place of work will be Mary Immaculate College, Limerick. The College reserves the right to require the appointee to work from any other location. It is a requirement of the College that the appointee must reside within a reasonable distance of the College.

Exclusivity of Service and Outside Work

The person appointed will be required to devote his/her full-time attention and abilities to his/her duties during his/her working hours in the College and to act in the best interest of the College at all times. Therefore, for as long as the successful applicant is working in the College, he/she may not, without the prior written consent of the College, be actively engaged or concerned in any way, either directly or indirectly, in any other business or undertaking where this is or is likely to be in conflict with the College's interests or the performance of the duties that the person has been employed for.

The appointee will not, during his/her tenure of office, undertake paid outside work unless he/she has received the permission of the Executive Team of Mary Immaculate College to undertake such work on the terms and conditions as agreed for the particular undertaking in question. In every case, it is the duty of the appointee to seek in writing the prior permission of the Executive Team. It is also the duty, in every case, of the appointee to inform the person or body for whom the work is being undertaken, that the work is being conducted in a private capacity and that the College cannot in any circumstances be responsible for such work.

Probationary Period

The appointment is subject to satisfactory completion of the standard 9 month probationary period. The probationary period may be extended at the discretion of the College but will not in any case exceed 11 months. Absences during the period of probation will extend the probationary period. Performance and conduct during the probationary period will be monitored through a process of assessment meetings. Termination of employment during the probationary period will be at the discretion of the College. An abridged version of the disciplinary procedure will apply to employees on probation who have not been employees of MIC for more than 12 months.

Hours of Attendance

Full time hours are 37 hours per week.

The normal hours of duty are Monday to Thursday, 8.45am to 5 pm and Friday 8.45am to 4.30pm with a 45 minute unpaid lunch break each day. However, the duties attaching to the position are such that the post holder may be required to work evenings/weekends on occasion to accommodate service needs. No overtime will be paid but “Time-Off-In-Lieu (TOIL)” will be allowed where the 37 hour week threshold is exceeded.

The College reserves the right to adjust starting and finishing times or days of duty to meet service needs.

Salary

The Salary scale for this position has been approved by the Department of Education & Skills and the Higher Education Authority in line with Government Policy on Public Sector remuneration. The rate of remuneration may be adjusted from time to time in line with Government pay policy. The appointment will be made on the salary scale at a point in line with current Government Pay Policy. New entrants to the Civil or Public Sector, as defined in Circular 18/2010, will commence on the first point of the salary scale.

The Executive Officer (Grossed Up) annual salary scale with effect from 1st January, 2018 is:

€30,004 to €46,427, €47,947(LSI), and €49,465(LSI)

The Executive Officer (New Entrants Grossed Up) annual salary scale with effect from 1st January, 2018 is:

€27,105 to €46,427, €47,947(LSI), and €49,465(LSI)

Salary will be paid on a monthly basis on the 2nd last bank working day of each month, using the Paypath facility. Payment of salaries and wages are subject to statutory deductions, i.e. Income Tax (PAYE), Superannuation Contributions and Pay Related Social Insurance (PRSI).

Superannuation

New entrants to the public service will be required to participate in the Single Public Service Pension Scheme and pay Superannuation contributions at the appropriate rates in accordance with the provisions of the Public Service Pensions (Single Scheme and Other Provisions) Act, 2012.

All other eligible appointees are automatically included in the Colleges’ of Education Pension Scheme on taking up appointment. In compliance with the Colleges of Education Pension Scheme, deductions amounting to 6.5% are made from salary. Details of the regulations concerning the Colleges’ of Education Pension Scheme may be obtained from the College’s Human Resources Office.

The mandatory retirement age for new entrant staff in employment in the public service after 1st January 2013 is 70 years. All other members of the College’s staff have a retirement age of 65 or no retirement age depending on the date they first entered pensionable employment in the public service.

Annual Leave

The annual leave entitlement for this grade is 25 working days per leave year. Annual leave should be taken when students are off campus and the taking of leave must have the prior approval of the relevant

Line Manager

Public Holidays are granted in accordance with the provisions of the Organisation of Working Time Act, 1997.

Sick Leave

There is a discretionary sick pay scheme, details of which are available from the Human Resources Office. Employees who have a minimum 3 months continuous employment with the College may be granted sick pay subject to the terms of the Public Service Sick Leave Scheme. Sick pay is contingent on full cooperation and compliance with the Colleges absence management procedures.

Termination of Employment

At least two calendar months written notice is required to resign this post.

On the termination of employment but before departing from the College, staff members are required to return to the College all books, reports, memoranda, correspondence, papers, records, reports, files including data held on electronic files, computer disks, electronically recorded discs, and any other documentation, and all other property, including office keys, belonging to the College or relating to its business or affairs which are in the possession of a staff member or under his/her control when the employment is terminated.

Confidentiality

In the course of working in Mary Immaculate College, the person appointed may have access to or hear information concerning staff and/or students and/or the functioning and the business of the College. Such information acquired in the course of employment with the College, including any aspect of the College's responsibilities or operations, is considered to be confidential information. On no account must information concerning students, staff or other College business be divulged or discussed except in the performance of normal duties and, unless authorised to do so, this information shall not be communicated to a third party. In addition records must never be left in a manner that unauthorised persons can obtain access to them and must be kept in safe custody when no longer required.

Health & Safety

Mary Immaculate College will ensure as far as reasonably practicable, a safe and healthy work environment. Therefore, it is the duty of each employee to take reasonable care to protect the health and safety of themselves and of other people in the workplace. Each employee must comply with all health and safety policies and procedures in operation in Mary Immaculate College and familiarise him/herself with the Safety Statement.

Employees are obliged to wear the PPE (Personal Protective Equipment) they have been provided with and no person shall intentionally or recklessly interfere with or misuse any appliance, protective clothing or other equipment provided in the workplace for health and safety purposes. Employees are statutorily/legally obliged to ensure that any accidents/incidents which may occur are reported promptly to the Health and Safety Officer on the MIC Accident/Incident Report Form.

The person appointed to this post must fully participate in and attend all relevant work related health and safety training as may be required by the College.

College Policies, Rules and Regulations

The College is a Public Sector employer and is bound by National Agreements. It is also bound by regulations, circulars and directives issued on behalf of Government by the Department of Finance, the Department of Education & Skills and the Higher Education Authority.

Employees are at all times subject to the provisions of the College policies, rules and regulations. These policies include but are not confined to Discipline & Grievance Policies, Dignity at Work, Examination Rules & Regulations, Policy on Responsible Computing and Use of Information Technology Facilities. These policies are outlined in the Staff Handbook for College employees. All employees are required to familiarise themselves with the contents of the Handbook, which is available via the Human Resources webpage on the College website.

5. APPLICATION AND SELECTION PROCESS

The number of applications received for a position generally exceeds that required to fill the position and while a candidate may meet the eligibility requirements of the competition, if the numbers applying for the position are such that it would not be practical to interview everyone, the College may decide that only a limited number of candidates will be called to interview. In this respect the College will provide for the employment of a short listing process to select a group for interview who, based on an examination of the application forms appear to be most suitable for the position. An expert board will examine each application form against pre-determined criteria based on the requirements of the position. This is not to suggest that other candidates are necessarily unsuitable or incapable of undertaking the job, rather that there are some candidates, who based on their application, appear to be better qualified and/or have more relevant experience. It is therefore in the candidate's own interest to provide a detailed and accurate account of qualifications/ experience on the application and clearly identify how they meet the specified candidate criteria.

The selection process may include an aptitude assessment of one or more of the essential competencies for the post.

A recommendation for appointment will be made by an Interview Board. The appointment will be based on this recommendation, except where considerations of health or an unsuitable record in previous employment warrants a departure. A panel will be formed from which permanent and temporary appointments to this post may be filled during the life of the panel (12 months).

Candidates must produce satisfactory documentary evidence of all training and experience claimed by them, if required.

Medical Examination

For the purpose of satisfying requirements as to health, successful candidates, before being appointed, may be required to undergo pre-employment health screening.

Garda Vetting

Successful applicants will be required to complete Garda vetting prior to taking up appointment if they have not already done so during their employment with the College. Specific instruction on this process will be given at the appropriate time. Applicants who do not comply with the College's requirements in this regard will be excluded from consideration for appointment.

Making of Applications

Application forms for this post may be downloaded from the Mary Immaculate College website. **Four** copies of the completed application form must be submitted. Email applications will **not** be accepted.

Applications must be submitted in typed format. Handwritten applications will **not** be accepted. Incomplete applications, including those submitted with fewer than the required number of copies, will **not** be accepted.

Applications must reach the Human Resources Office, Mary Immaculate College, South Circular Road, Limerick not later than

2pm on Friday, 23rd February 2018

Late applications will **not** be accepted.

The College will not be responsible for any expenses, including travelling expenses, which candidates may incur in connection with their candidature.

Any attempt by a candidate either personally or through any other person, on their behalf, to canvass or otherwise influence the outcome of the selection/interview process in his/her favour will lead to disqualification from the competition. Any representations made on behalf of a candidate, without his/her knowledge will be ignored.

Mary Immaculate College is an equal opportunities employer.

February 2018