



## **Communications and Marketing Officer - T-REX**

### **Full-Time, 1 Year Fixed-Term Contract**

#### **GENERAL JOB DESCRIPTION Duties and Terms & Conditions of Employment**



#### **1. PREAMBLE**

Mary Immaculate College 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 expand across two modern campuses, one based in Limerick City and one in Thurles, Co. Tipperary. The student community consists of more than 5,000 learners, participating in fifteen undergraduate degree programmes and several postgraduate programmes extending to PhD/Doctoral level. Academic staff engage in a wide range of academic research areas, and research underpins all teaching and learning at MIC.

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

#### **2. CANDIDATE PROFILE & SCOPE OF THE POSITION**

Mary Immaculate College wishes to fill the position of Communications and Marketing Officer - T-REX on a full-time, 1 year fixed-term contract basis.

This post is associated with the Teachers' Research Exchange (T-REX) Project, Phase 3. T-REX is an online community of practice for education research in Ireland. Funding for this project, and this post has been procured from a consortium of the Teaching Council, the National Council for Curriculum and Assessment (NCCA), and the Department of Education.

The principal aim of Phase 3 is to expand the user base and engagement with the T-REX platform.

In order to meet the aims of the project, an expanded communications and marketing campaign is now required, which shall be overseen by this new post of Communications and Marketing Officer - T-REX, who shall have specific expertise in the areas of communications and marketing.

This position will involve promotions and marketing activity, primarily conducted through social media and through various channels of professional communications across a range of education sectors from Early Years to Further Education. These actions will be taken in collaboration with the T-REX National Coordinator and with the wider T-REX Project Team.

The T-REX Project Team are a consortium of professionals from across Higher Education Institutions and Education Professional Support Services, who are tasked with developing and promoting the T-REX community in Ireland.

### **Essential Qualifications, Skills & Experience:**

In order to be considered for this position candidates must have:

1. (a) A third level qualification at level 6 or higher on the National Framework of Qualifications, **and** a minimum of 2 years' relevant previous experience in a comparable role in Digital Media, Marketing, Communications or a related discipline.

**or**

- (b) A minimum of 5 years' relevant previous experience in a comparable role in Digital Media, Marketing, Communications or a related discipline.
2. Excellent knowledge of, and experience in, digital content creation and the appropriate use of social media platforms - e.g. X/Twitter, Instagram, Facebook. TikTok, LinkedIn - on behalf of organisation(s).
3. Experience in the management, monitoring and evaluation of communications and marketing promotions on behalf of organisation(s) across a range of channels and tools, including traditional media and social media platforms.
4. Experience in content planning, writing, sub-editing and editing, with the ability to write across a variety of mediums (digital, social, print) and for a variety of audiences.
5. Excellent interpersonal and communication skills, both written and verbal, with the ability to establish effective working relationships and work collaboratively with a range of internal and external stakeholders.
6. Excellent administrative and organisational skills (including IT, reporting and data management), with the ability to prioritise, manage and complete a variety of tasks on time.

**It is desirable that applicants will also have:**

7. An ability to conduct promotions and marketing through the medium of the Irish language.
8. Knowledge of, and/or experience in, marketing and communications in the education sector.
9. Experience in the use of multimedia tools such as Buffer, Adobe Photoshop, Adobe Rush, Powtoon, Canva or similar products.

*Cuirfear fáilte roimh iarratais ó dhaoine go bhfuil dearcadh dearfach acu i leith na Gaeilge. Applications are welcome from people who have a positive outlook to Irish.*

### **3. JOB DESCRIPTION**

#### **Reporting Relationship**

The appointee is required to carry out the duties attached to the post, under the general direction of T-REX Project Leader, to whom they report, and to whom they are responsible for the performance of these duties in the first instance.

The appointee will report through the Dean of Education to the College President and/or to such other College Officers as the President may designate from time to time. The appointee will liaise with 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.

#### **Duties and Responsibilities**

- Provide comprehensive support and advice to the National Coordinator in relation to marketing, communications and member recruitment.
- Identify opportunities for promotion of the T-REX platform and community of practice through social media, traditional media, and professional network channels, in collaboration with the T-REX Project Team.
- Promote the T-REX project nationally across a range of channels, particularly social media, but also more traditional media where applicable.
- Manage T-REX social media accounts across all platforms.
- Regular posting of original content developed in collaboration with the National Coordinator and T-REX Project team.
- Seek and engage with research-relevant social media posts and content from working teachers across all areas of the education sector.
- Creation of promotional content (e.g. member profiles, content and feature videos, explainers of resources available on the T-REX platform).
- Coordination of communications and promotions with the National Coordinator and the T-REX Project Team.

- Coordination of communications with supporting funding bodies (Department of Education, Teaching Council, NCCA) and participating Higher Education Institutions' (HEI) communications and marketing offices.
- Monitor and evaluate the success of all marketing activities undertaken, gathering the results to inform future activities through evaluation and presenting progress reports to relevant stake-holders on same.

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.

MIC operates a blended working policy which offers scope for the post holder to combine office attendance with remote working, subject to the provisions of the policy.

##### **Exclusivity of Service and Outside Work**

The person appointed will be required to devote their full-time attention and abilities to their duties during their 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, they 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 their tenure of office, undertake paid outside work unless they have received the permission of the Vice President Administration and Finance (VPAF) 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 VPAF. 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**

This appointment is subject to satisfactory completion of the standard 6-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, for any reason or no reason, will be at the discretion of the College. The disciplinary procedure will not apply to a dismissal during probation where the probationary employee has been employed by MIC for less than 12 months.

## **Hours of Attendance**

Full time hours are 35 hours per week.

The normal hours of duty are Monday to Thursday, 9am to 5pm with a one-hour lunch break each day and Friday 9am to 4.45pm with a 45-minute 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. Subject to College policy, the post holder may avail of “Time-Off-In-Lieu (TOIL)” or overtime where working hours exceed 35 hours per week.

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 Further and Higher Education, Research, Innovation and Science 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.

With effect from 1<sup>st</sup> June 2024, the annual salary scale for Executive Officer (Non- New Entrant Grossed up) is:

€36,820, €39,050, €41,167, €43,066, €44,900, €46,729, €48,518, €50,327, €52,097, €53,974, €55,233, €57,027 (LSI 1), and €58,831 (LSI 2)

With effect from 1<sup>st</sup> June 2024, the annual salary scale for Executive Officer (New Entrants Grossed up) is:

€33,853, €36,044, €36,820, €39,050, €41,167, €43,066, €44,900, €46,729, €48,518, €50,327, €52,097, €53,974, €55,233, €57,027 (LSI 1), and €58,831 (LSI 2)

Increments are awarded in line with national pay agreements.

Salary will be paid on a monthly basis on the 25<sup>th</sup> of each month, or the previous Friday if 25<sup>th</sup> falls on a weekend, using the Paypath facility. Payment of salaries and wages are subject to statutory deductions, i.e. Income Tax (PAYE), Superannuation Contributions, Pay Related Social Insurance (PRSI) and Universal Social Charge (USC).

### **Superannuation**

New entrants appointed 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. Details of this scheme can be obtained from the College's website.

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 appointee will be required to pay Additional Superannuation Contribution (ASC) under the provisions of the Public Service and Pensions Act 2017.

Appointees who commenced employment in the public service between 1st April 2004 and 31st December 2012 and have not had a break in employment of greater than 6 months will have no mandatory retirement age. All other appointees will have a mandatory retirement age of 70.

### **Pension Abatement**

If an appointee has previously been employed in the Civil or Public Service and that appointee is entitled to or in receipt of a pension from the Civil or Public Service or where a Civil/Public Service pension comes into payment during the appointee's re-employment that pension will be subject to abatement in accordance with Section 52 of the Public Service Pensions (Single Scheme and other Provisions) Act 2012.

Please note: In applying for this position, the applicant is acknowledging that they understand that the abatement provisions, where relevant, will apply. It is not envisaged that the College will support an application for an abatement waiver in respect of appointments to this position.

### **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 College's absence management procedures.

### **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 attaches the highest regard to the safety, health and welfare of its employees. 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 themselves with the Safety Statement.

Employees are obliged to wear any PPE (Personal Protective Equipment) that they may be 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.

### **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, Department of Further and Higher Education, Research, Innovation and Science and the Higher Education Authority.

Employees are at all times subject to the provisions of the Code of Conduct for Staff, College policies, rules and regulations. These policies include but are not confined to Disciplinary & Grievance Policies, Dignity at Work, Examination Rules & Regulations, Policy on Responsible Computing and Use of Information Technology Facilities. All policies are outlined on the College's Staff Portal for College employees. All employees are required to familiarise themselves with the contents of Policies and Procedures, on the College's Staff Portal.

### **Termination of Employment**

At least one calendar month's written notice is required to resign from 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 their control when the employment is terminated.

## **5. APPLICATION AND SELECTION PROCESS**

### **Method of Selection for Recommendation**

#### *Shortlisting*

An expert group will convene to conduct shortlisting of applicants, measured against pre-determined criteria.

- (a) A third level qualification at level 6 or higher on the National Framework of Qualifications, **and** a minimum of 2 years' relevant previous experience in a comparable role in Digital Media, Marketing, Communications or a related discipline.

#### **or**

(b) A minimum of 5 years' relevant previous experience in a comparable role in Digital Media, Marketing, Communications or a related discipline.

- Excellent knowledge of, and experience in, digital content creation and the appropriate use of social media platforms - e.g. X/Twitter, Instagram, Facebook, TikTok, LinkedIn - on behalf of organisation(s).
- Experience in the management, monitoring and evaluation of communications and marketing promotions on behalf of organisation(s) across a range of channels and tools, including traditional media and social media platforms.
- Experience in content planning, writing, sub-editing and editing, with the ability to write across a variety of mediums (digital, social, print) and for a variety of audiences.



- Excellent administrative and organisational skills (including IT, reporting and data management), with the ability to prioritise, manage and complete a variety of tasks on time.

Normally the number of applications received for a position exceeds that required to fill the position. 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 a limited number will be called to interview. This is not to suggest that other candidates are necessarily unsuitable to undertake the job, rather that there are some candidates, based on their application, appear to be better qualified and/or have more relevant experience. It is incumbent, therefore upon the applicant, to ensure that all relevant information is included in their application and that they 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.

#### *Interview*

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 appointments to the position of **Communications and Marketing Officer T-REX** 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.

#### **Pre-Employment Health Assessment**

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

#### **Garda Vetting**

All successful applicants may be required to participate in Garda vetting. 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. Applicants who have resided outside Ireland for a cumulative period of 36 months or more over the age of 18 years must furnish a Foreign Police Clearance (FPC) from the country or countries of residence. Please note that any costs incurred in this process will be borne by the applicant.

#### **Applicants Outside European Economic Area (EEA)**

Mary Immaculate College welcomes applications from candidates outside the EEA, however such applicants should familiarise themselves with relevant Government policy before making an application. Further information from the Department of Enterprise, Trade and Employment is available here: [Economic migration policy - DETE \(enterprise.gov.ie\)](https://enterprise.gov.ie)

## **Making of Applications**

Applications must be submitted on an official application form in typed format. Handwritten or incomplete applications will not be accepted. Application forms for this post may be downloaded from the Mary Immaculate College website. [www.mic.ul.ie/about-mic/vacancies](http://www.mic.ul.ie/about-mic/vacancies) Applications must be submitted by e-mail to [recruitment@mic.ul.ie](mailto:recruitment@mic.ul.ie) with the subject title **Communications and Marketing Officer T-REX** – no later than:

**2pm on Tuesday, 6<sup>th</sup> August 2024**

The Human Resources Office will acknowledge receipt of your application by sending an email to the email address provided. Please be sure to check Spam and Junk folders as it may be redirected here by your account preferences. If you do not receive an acknowledgement of your application form within 2 working days please contact [hr@mic.ul.ie](mailto:hr@mic.ul.ie) .

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 their favour will lead to disqualification from the competition. Any representations made on behalf of a candidate, without their knowledge will be ignored.

Mary Immaculate College is an equal opportunities employer.

Candidates will be short-listed on the basis of information supplied.

Mary Immaculate College holds an Athena SWAN Bronze Institution award in recognition of our commitment to advancing equality and opportunity for all in higher education.

*July 2024*