



## **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**

The College wishes to fill the position of Communications Executive – Corporate Communications and Marketing Office on a full time, specific purpose basis while the current post-holder avails of statutory leave. It is intended that the acting assignment will commence in May 2019.

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 successful applicant's place of work will be Mary Immaculate College, Limerick. The College reserves the right to require the post holder 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. This 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.

## **Hours of Attendance**

Full time hours are 37 hours per week.

The normal hours of duty are Monday to Thursday, 9am to 5.15pm 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. No overtime will be paid for additional hours worked.

## **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 grade for the post of is Executive Officer. With effect from 1<sup>st</sup> January 2019, the annual salary scale for the grade of Executive Officer (Grossed up) Non New Entrant is: €30,304 - €46,891 LSI 1€48,427, LSI 2 €49,959.

The grade for the post of is Executive Officer. With effect from 1<sup>st</sup> January 2019, the annual salary scale for the grade of Executive Officer (Grossed up) New Entrant is: €27,650-€46,891 LSI 1€48,427, LSI 2 €49,959.

Salary will be paid on a monthly basis on the 2<sup>nd</sup> 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 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.

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. Appointees who commenced employment in the public service after 1<sup>st</sup> January 2013, either for the first time or are re-employed after a break of greater than 6 months will have a mandatory retirement age of 70.

Staff who are not eligible for membership of the Colleges' of Education Pension Scheme or the Single Public Service Pension Scheme may avail of a PRSA (Personal Retirement Savings Account). A designated PRSA provider has been nominated by the College and staff who are not eligible for

membership of the aforementioned schemes should contact the Finance Office for further information on PRSA.

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

### **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.

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### **Sick Leave**

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.

### **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 affair's 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 Disciplinary & Grievance Policies, Dignity at Work Policy, Examination Rules & Regulations, Policy on Responsible Computing. These policies are outlined on the Staff Portal for College employees. All employees are required to familiarise themselves with the contents of the Policies and Procedures.

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

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

#### *Shortlisting*

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

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.

#### *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.

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**

Applicants who are offered an appointment will 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.

## **Making of Applications**

Application forms for this post may be accessed on the Mary Immaculate College website [www.mic.ul.ie/about-mic/vacancies](http://www.mic.ul.ie/about-mic/vacancies). Please fully complete the application form and send to [recruitment@mic.ul.ie](mailto:recruitment@mic.ul.ie) with the subject title – **Communications Executive** no later than:

**2p.m. on Wednesday, 24<sup>th</sup> April 2019.**

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.

*April 2019*