



Digital Communications Executive (Permanent Full Time)

JOB SPECIFICATION AND 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 menu of educational programmes expand 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 fourteen undergraduate degree programmes and a wide range of postgraduate programmes up to and including doctoral level. Academic staff members engage in professional academic research activities, and research underpins all teaching and learning at the College.

2. CANDIDATE PROFILE & SCOPE OF THE POSITION

Mary Immaculate College wishes to fill the position of Digital Communications Executive at Executive Officer on a full-time, permanent basis.

The Digital Communications Executive is a key member of the Strategic Communications & Marketing Services team, working within the Communication division. The appointee will take a lead role in the production and publishing of high-quality content for MIC's digital and social media campaigns in addition to managing MIC's social media platforms.

The successful candidate will have strong creative skills with excellent attention to detail and the ability to work well under pressure. As an integral member of the Communications team they will play a key role in the successful execution of the College's various communication strategies interacting constructively, efficiently and effectively with staff and external bodies as needed.

Essential Qualifications, Skills & Experience:

1. (a) A third level qualification at level 6 or higher on the National Qualifications Framework, **and** a minimum of 2 years' relevant previous experience in a comparable role in Digital Media, Multimedia, Communications, Marketing or a related discipline;
or
(b) A minimum of 5 years' relevant previous experience in a comparable role in Digital Media, Multimedia, Communications, Marketing or a related discipline;
2. Strong understanding of digital communications, social media strategies and email and social media platforms as tools for engagement, and the appropriateness of each for different audiences and scenario;
3. Significant experience in content planning, writing, sub-editing and editing with the ability to write proficiently across a variety of mediums (digital, social, print) and for a variety of audiences;

4. Working knowledge in the use of video editing software packages such as Adobe Premier Pro, Adobe Rush, Powtoon or similar products;
5. Experience in the use of multimedia tools such as Adobe Photoshop, Canva or similar products;
6. Demonstrable knowledge of digital analytic tools such as Google Analytics, SEO, CRO, etc;
7. Proven ability to work collaboratively and supportively with a wide variety of stakeholders;
8. 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;
9. A keen interest in the latest trends and best practices in digital communications and measurement.

In addition is desirable that applicants will have:

10. A thorough knowledge of, or experience in, marketing and communications in the higher education sector.

*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 the Communications Manager to whom they report to and to whom they are responsible to for the performance of these duties in the first instance. The appointee will also report to the Director of Strategic Communications & Marketing.

The appointee will report through the Director of Strategic Communications & Marketing to the College President and/or to such other College Officers as the President may designate from time to time. They 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.

Duties and Responsibilities

- Play a key role in the Communications team, proactively contributing to the design and successful implementation of MIC's communication strategies including campaign planning, messaging, design, implementation, reviewing and reporting.
- Administration of MIC's social media accounts including the creation of a monthly social media calendar and day-to day scheduling across all official MIC platforms;
- Creation of suitable content (copywriting, editing, design), for various media outlets, including but not limited to press releases, infographics, blogs and vlogs
- Development and/or sourcing of fresh, exciting and appropriate content for use across MIC's digital media platforms including social media and website;
- Social media monitoring, evaluating and reporting; preparing and presenting monthly analytics reports on online engagement;
- Project management of professionally produced communication videos for key College events such as Graduations and College Award Ceremonies; including procurement of videographer, assisting with concept development, script writing, logistics management and overseeing edits;
- Production of in-house promotional videos to as needed;
- Ongoing development of SOP's relating to tasks undertaken as part of this post;
- Supporting the SCM team in other tasks where needed and any other duties relevant to the role which may be identified from time to time.

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 appointment. 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 this appointment 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 5 pm with a 1-hour lunch break each day and Friday 9am to 4.45pm with a 45-minute lunch break. 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.

The grade for this post is Executive Officer. With effect from the 1st of October 2022, the annual salary scale for the grade of Executive Officer (Grossed up) is:

€33,902; €36,067; €38,122; €39,965 €41,746; €43,521; €45,258; €47,014; €48,722; €50,481; €51,659; €53,337 (LSI 1), and €55,024 (LSI 2)

With effect from the 1st of October 2022, the annual salary scale for the grade of Executive Officer (New Entrants Grossed up) is:

€31,022; €33,149; €33,902; €36,067; €38,122; €39,965; €41,746; €43,521; €45,258; €47,014; €48,722; €50,481; €51,659; €53,337 (LSI 1), and €55,024 (LSI 2)

Increments are awarded in line with national pay agreements.

Salary will be paid on a monthly basis on the 25th of each month, or the previous Friday if 25th 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.

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.

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 him/herself 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 two calendar months written notice is required to resign from this appointment.

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) third level qualification at level 6 or higher on the National Qualifications Framework, and a minimum of 2 years' relevant previous experience in a comparable role in Digital Media, Multimedia, Communications, Marketing or a related discipline;
or
- B) A minimum of 5 years' relevant previous experience in a comparable role in Digital Media, Multimedia, Communications, Marketing or a related discipline;
- Strong understanding of digital communications, social media strategies, and email and social media platforms as tools for engagement, and the appropriateness of each for different audiences and scenario;
- Significant experience in content planning, writing, sub-editing and editing with the ability to write proficiently across a variety of mediums (digital, social, print) and for a variety of audiences;
- Working knowledge in the use of video editing software packages such as Adobe Premier Pro, Adobe Rush, Powtoon or similar products;
- Experience in the use of multimedia tools such as Adobe Photoshop, Canva or similar products;
- Demonstrable knowledge of digital analytic tools such as Google Analytics, SEO, CRO, etc;

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 permanent and temporary appointments to the position of **Digital Communications Executive** 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 participate in pre-employment health screening.

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 accessed on the Mary Immaculate College website www.mic.ul.ie/about-mic/vacancies Applications must be submitted by e-mail to recruitment@mic.ul.ie with the subject title **Digital Communications Executive** no later than:

2p.m. on Monday 20th March 2023

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

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.

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.

February 2023