



# **Marketing, Communications and Recruitment Officer - LINC**

## **GENERAL JOB SPECIFICATION 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 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 twelve 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.

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 Higher Education Authority on behalf of the Department of Children and Youth Affairs (DCYA), the Department of Education and Skills (DES), and the Department of Health (DoH) requested proposals from higher education providers for a specialist programme, to start from early 2016, aimed at the development of a Level 6 Special Purpose Award (Higher Education), which was required for staff in Early Years settings to perform the role of Inclusion Coordinator. Mary Immaculate College in partnership with Early Childhood Ireland and Maynooth University – Froebel Department of Primary and Early Childhood Education, was awarded the tender to provide the National Higher Education Programme for Inclusion Co-ordinators in Early Years Settings. This programme was subsequently delivered as the Leadership for Inclusion on the Early Years (LINC) Programme. This programme concluded in 2020.

A further invitation for the submission proposals to continue the work commenced in the LINC programme was made by DCYA in 2020. The LINC consortium was again awarded the tender for the development and delivery of a Specialist Level 6 Special Purpose Award (Higher Education) and Continuing Professional Development programme, aimed at the development of staff in Early Years settings to perform the role of Inclusion Coordinator.

In order to support this important programme, Mary Immaculate College now wishes to appoint a Marketing, Communications and Recruitment Officer on a full time, specified purpose basis, commencing January 2021. It is expected that the contract will end in November 2023.

**Essential Qualifications & Skills** (i.e. those, without which, a candidate would not be able to do the job. Applications that have not clearly demonstrated that candidates possess the essential requirements will not be shortlisted):

**In order to be considered for this post, applicants will require:**

- 1) A third level qualification at level 7 or higher on the National Framework of Qualifications and a minimum of 2 years' experience in a marketing, communications or student recruitment role, preferably in a higher education setting.

**or**

A minimum of 5 years' experience in a marketing, communications or student recruitment role, preferably in a higher education setting.

- 2) Experience of designing and implementing communications and marketing strategies, preferably in a higher education setting;
- 3) Significant experience in the use of digital media and related tools for marketing and communications.
- 4) Excellent communication skills with a very high standard of written English and proven content generation experience.
- 5) Demonstrable ability to gather and analyse information from a variety of sources to inform clear, timely and well-grounded decisions.
- 6) Excellent organisational skills with the ability to prioritise and complete tasks, delivering results under pressure and within deadlines.
- 7) Excellent interpersonal skills, with the ability to establish and maintain effective working relationships with staff, students, clients and external stakeholders;
- 8) Excellent IT skills, with a high degree of proficiency in Word, Excel and PowerPoint and expertise in web based content management systems and social media.

**Candidates must indicate clearly in their applications how they meet each of these pre-requisites. Candidates will be shortlisted on the basis of these criteria.**

*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.*

*Please note that current government policy may have implications for the re-employment of applicants who are currently in receipt of a public sector pension.*

### **3. JOB DESCRIPTION**

#### **Reporting Relationship**

The appointee is required to carry out the duties set out below, under the general direction of the National Coordinator - LINC, to whom he/she reports, and to whom he/she is responsible to for the performance of these duties in the first instance.

The successful candidate will report to any such other College Officers as the President may designate from time to time. He/she will work with members of College Management, and will liaise with the Deans of Faculties, 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 may be subject to review from time-to-time, in line with service needs and developments in the College.

### **Duties and Responsibilities**

The person appointed to this role will:

- Provide comprehensive support and advice to the National Coordinator in relation to marketing, communications and student recruitment for the LINC programme.
- Develop and implement marketing, communications and student recruitment strategies, in consultation with the LINC Consortium members, to fulfil specified programme objectives.
- Compile and manage a budget for programme marketing, communication and student recruitment
- Design and prepare promotional materials such as flyers, forms, posters, booklets, videos, podcasts etc. as required.
- Organise and manage events, activities and materials and submit award applications that promote the LINC Consortium's brand values related to inclusion; universal design for learning; excellence; innovation; information and authenticity and ensure that these values are infused throughout the marketing, communication and recruitment strategy.
- Maximise the use of social media platforms including Twitter, Facebook and Instagram in addition to each of the LINC Consortium's institutional platforms and dedicated website for both the Specialist Level 6 Special Purpose Award (Higher Education), and Continuing Professional Development programme.
- Attend relevant events related to early learning and care that have the potential to promote both the Level 6 Special Purpose Award (Higher Education), and Continuing Professional Development programme.
- 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.
- Liaise with the National Coordinator and LINC Researcher in relation to capturing and presenting the LINC evaluation findings in an accessible, coherent and appealing manner.
- Actively participating on a number of working groups as directed.
- Contribute to the development of any other campaigns as are necessary to the success of MIC's Marketing & Communications strategies.

These duties are broadly defined and the list is not comprehensive. These duties are not necessarily confined to any one individual and the appointee will be required to function in a flexible and collegial manner. The College retains the right to assign new duties and/or to re-assign staff to other areas of the College, subject 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.

*Due to current public health restrictions the appointee may be required to discharge some or all of their working hours from home until such time as public health restrictions are no longer in effect.*

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

The person appointed will be required to devote his/her 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 Vice President Administration and Finance, 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 has received the permission of the Vice President Administration and Finance (VPAF) 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 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**

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 been employees of the College for less than 12 months.

## **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. Subject to College policy, the post holder may avail of "Time-Off-In-Lieu (TOIL)" or overtime where working hours exceed 37 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 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.

This post is at Higher Executive Officer (HEO) grade. With effect from 1st October 2020, the annual salary scale for Higher Executive Officer (Grossed up) is:

€49,846; €51,303; €52,757; €54,210; €55,668; €57,123; €58,577; €60,979 (LSI); €62,775 (LSI)

Salary will be paid on a monthly basis on the 25th 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 Service 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 27 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, the Department of Education & Skills 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 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.

## 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.

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 temporary appointments to the position of **Marketing, Communications and Recruitment Officer, LINC** 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.

### **Garda Vetting**

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; any costs incurred in this process will be borne by the applicant.

### **Making of Applications**

Applications must be submitted in typed format. Handwritten applications will not be accepted. Incomplete applications, will not be accepted. 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 [recruitment@mic.ul.ie](mailto:recruitment@mic.ul.ie).

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 it to [recruitment@mic.ul.ie](mailto:recruitment@mic.ul.ie) with the subject title – **Marketing, Communications and Recruitment Officer, LINC** - no later than:

**2p.m. on Thursday 10<sup>th</sup> December 2020**

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. 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.

*November 2020*