



Information Booklet

Communications Officer

Grade 5

Permanent Role



Apply by:

Friday, 25th August 2023 @ 5 pm

Apply by email to:

jobapplications@lgma.ie

About the LGMA

The Organisation

The Local Government Management Agency (LGMA) is a state agency that provides a range of services and supports to the local government sector. We are an agency of the Department of Housing, Local Government and Heritage, primarily funded by local authorities.

Through our work with local authorities and other stakeholders, we support the co-ordinated and effective delivery of local government services and policy.

Our work is guided by the local authorities and geared towards helping them to improve efficiency across their services; to implement change; and to make use of leading practice from inside and outside the sector.

Working for the LGMA gives you the opportunity to gain experience at the heart of local government and to make a real difference for local authorities and citizens in Ireland.

What we do

The LGMA's work extends across a number of diverse areas in order to meet the changing needs of the local government sector.

- We drive, monitor, and maintain shared services projects across the local government sector
- We advise and support on strategy and policy development across the local government sector
- We provide professional Human Resources (HR) and Industrial Relations (IR) guidance, advice, and support to local authorities
- The LGMA develops, procures, maintains, and provides support for several internal ICT systems in use in the local government sector
- Our Libraries Development section is the national advisor and development agency for public libraries in Ireland
- Our Water Services Transition Office (WSTO) supports the Water Services Reform Programme and the transition of services to Irish Water
- The LGMA provides research and communications support to the local government sector
- We provide programme management and innovation support to local

authorities

- We are at the forefront in leading several national projects including:
 - **Housing Delivery Co-ordination Office**
Co-ordinating and supporting the local government sector to meet housing needs, including social and affordable housing, by investigating and advising on best practice for housing delivery, including in relation to non-traditional delivery channels and the streamlining of existing delivery methods.
 - **National Town Centre First**
Co-ordinating and supporting the local government sector in the delivery of 'Housing for All' and 'Our Rural Future' to tackle vacancy, combat dereliction in town centres through the Town Centre First programme.
 - **Emergency Vacant Housing Delivery Unit**
Co-ordinating and supporting local government actions to identify and repurpose vacant property to meet emergency housing needs as part of the Emergency Housing Delivery (Ukraine) National Coordination Unit.
 - **National Waste Management**
Co-ordinating and supporting the delivery of the local government commitments under the Waste Action Plan for a Circular Economy by re-aligning governance and coordinating the already established national shared services waste programmes to ensure the efficient delivery of local, regional, and national waste targets.
 - **Water Services Transition Office (WSTO)**
Supporting the transition of Local Authority Water Services to Irish Water.

Find out more about the LGMA at www.lgma.ie

About LGMA Communications

The LGMA Communications Team works to increase awareness and understanding of the work of the local government sector, and to enable effective communication, consultation, and engagement with the sector.

We manage and coordinate communications and campaigns on behalf of the local government sector, including Libraries Ireland.

We also support communications across the 31 local authorities and work closely with the County and City Management Association (CCMA) to advocate and engage on behalf of the sector.

Within the Agency we provide communications support across all of the pillars and support corporate services in internal communications.

About the role

This is a unique opportunity to work on a wide variety of integrated campaigns including public information, consumer, brand awareness, public affairs, and corporate communications campaigns.

This role will allow you to use initiative, develop and drive ideas and take responsibility for campaigns and projects. We are seeking ambitious and committed applicants who are enthusiastic about the difference they can make in the role.

Given the nature of local government, the position will give you the chance to work across a range of very interesting areas and projects, from award-winning campaigns like 'Ireland Reads' to communicating on subjects and policy areas such as climate action, housing or planning.

In this role, you will have the opportunity to significantly develop your skills and knowledge across strategic communications, media and PR, advertising and marketing, internal communications, stakeholder engagement, digital and social media, issues management and advisory.

The successful candidate would join the LGMA at an exciting time as we continue to implement our Local Government Sector Communications Strategy and begin the implementation of new brand and digital strategies.

Alongside the opportunity to work on public and consumer campaigns, you will be involved in areas such as stakeholder engagement, public affairs and issues management and the role will involve liaison with multiple stakeholders within local government

and across a range of government departments and other organisations.

Reporting to the Head of Media and Communications, the Communications Officer will be an integral member of a small Communications Team, bringing and developing specific knowledge and expertise in order to establish themselves as a trusted advisor within the team and across the LGMA and local government sector.

Key Duties and Responsibilities

- Developing and implementing integrated communications campaigns to promote the local government sector and libraries, including in collaboration with external agencies
- Supporting internal teams on communications projects and campaigns
- Developing compelling content for use across a range of channels
- Media relations including providing a high-quality press and information service, responding to queries and identifying media opportunities
- Managing and updating social media, websites and other digital communications in collaboration with colleagues
- Drafting press releases, statements, speeches, briefings and other communications materials
- Brand management
- Event management including organising conferences, webinars, launches, photocalls, etc.
- Supporting on internal communications and corporate communications
- Developing publications and marketing communications
- Building and maintaining positive stakeholder relationships and representing the LGMA and local government sector externally, as required
- Supporting and advising local authorities, the County and City Management Association and colleagues across LGMA divisions in relation to communication and media
- Contributing to the development and implementation of communications strategies and plans
- Supporting a local government Communications Working Group
- Media monitoring, digital analytics and campaign evaluation
- Involvement in procurement, contract management and budgeting
- Managing suppliers including PR, creative, advertising, graphic design, photography and videography agencies
- Building positive relationships across the LGMA, enabling collaboration and information flow
- Supporting the development of policies, protocols, templates and other documentation for the communications function
- Other duties as required.

Essential Requirements

1. **Character**
Candidates shall be of good character.
2. **Health**
Candidates shall be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.
3. **Education, training, experience, etc.**
Each candidate must, on the latest date for receipt of completed application forms:
 - (i) **A primary/bachelors degree or masters degree in a relevant area**

and,
 - (ii) **3+ years of professional experience in communications, media or marketing.**

AND

Demonstrate the following competencies as set out in the LGMA Competency Framework (see Appendix)

Understanding Purpose and Change
Understanding the purpose of LGMA and its priorities and structure
Implementing and co-operating with change
Delivering Results
Identifying problems and contributing to solutions
Organising and implementing work programmes
Performance through People
Managing and directing
Performing effectively

Personal Effectiveness

Qualifications, skills and knowledge

Personal motivation and initiative

Desirable but not essential

- Experience working with stakeholders and the media and building strong relationships internally and externally
- Experience managing integrated communication campaigns
- A strong interest in current affairs and an awareness of the local government sector and Irish political system
- Strong initiative, communication, presentation, relationship building and strategic planning skills
- Strong time management, goals setting and task prioritisation abilities

Application and selection

How to apply

All applications should be emailed directly to jobapplications@lgma.ie no later than **5pm on Friday, 25th August, 2023**. Applications must be made on the official application form and all sections must be completed in full. When completing the application form, accuracy is essential. The information you supply in the application form will play a central part of the selection process. If you do not receive an acknowledgement of receipt of your application within two working days of applying, please check your junk/spam folders as email notifications may be filtered into your junk/spam email folders. Any other queries regarding your application form should be emailed to jobapplications@lgma.ie

Shortlisting

The Agency reserves the right to shortlist applications based on the information supplied in the application form. In the event of a shortlisting exercise being employed, the Interview Board will examine the information provided in your application, assess it against the criteria based on the requirements for the position and decide if you will be shortlisted, relative to the other candidates applying for the position.

Interview

Admission to the interview is conditional on receipt of a completed application form by the required cut-off date. The onus is on all applicants to make themselves available for the obligatory interview on the date specified by the LGMA and to make whatever arrangements are necessary to ensure that they receive communications sent to them at the address specified on their application form. Interviews may be in person or held virtually via Microsoft Teams. Instructions and guidance and links will be sent to you in advance of interview should you be shortlisted for interview. Interviews will be conducted by an Interview Board set up by the LGMA. The Interview Board will assess the merits of candidates. Only candidates who reach such a standard as the Interview Board consider satisfactory in the interview will be considered for selection. Candidates at interview must demonstrate relevant experience and job-related achievements and the following key competencies as set out in LGMA Competency Framework available in the Appendix.

Panels

A panel(s) may be formed on the basis of the outcomes of the selection process. Candidates placed on a panel may within the life of the panel be appointed as appropriate vacancies arise for both temporary and permanent posts. The placement on a panel does not necessarily lead to a job offer. Candidates whose names are on the panel may be offered a similar role at the same level within the Agency. The life of the

panel will be one year. The selection process will not be concluded until such time as references have been sought and clearance checks, i.e. Garda vetting, occupational health, verification of education qualifications have been carried out.

Feedback & Review

Candidates have the right to seek feedback from their interview. Should a candidate be unhappy with an action or decision in relation to their application for appointment, they have the right to seek a review of the process. This request must be made within 5 working days of receiving notification of the decision on their application.

Deeming of Candidate to be Withdrawn

Candidates who do not attend for interview as requested or do not furnish such evidence as requested in regard to any matter relevant to their candidature, will have no further claim to consideration.

Offer of Appointment

The LGMA shall require persons to whom an appointment is offered to take up such appointment within a period of not more than one month. If they fail to take up the appointment within such period, or such longer period as the Agency in its absolute discretion may determine, the Agency shall not appoint them. All appointments are subject to receipt of satisfactory references and candidates may be required to produce documentary evidence of qualifications or experience claimed in their applications.

Probationary Period

All new employees are required to satisfactorily complete a probationary period. In accordance with the 'Terms and Conditions of Employment' in their employment contract employees will be required to serve an initial probationary period. During this period, the employee's performance on the job and potential abilities are evaluated to determine suitability for the position. At the end of this probationary period, a formal assessment will be carried out by the employee's line manager, resulting in a decision on whether the employee has completed their probation satisfactorily.

Candidates should note that canvassing will disqualify their application. The Local Government Management Agency is committed to a policy of equal opportunity.

Principal Conditions of Service

General

The appointment is to a Permanent post in the Local Government Management Agency and is subject to general terms and conditions in operation relating to appointments in the Agency.

Remuneration

The salary scale applicable to this position is as follows as at 1st March 2023:

Point No.	1	2	3	4	5
Salary	€47,339	€48,811	€50,285	€51,761	€53,248
Point No.	LSI 1	LSI 2			
Salary	€54,981	€56,721			

The salary shall be fully inclusive and shall be as determined from time to time. The holder of the office shall pay to the LGMA any fees or other monies (other than his/her inclusive salary) payable to or received by him/her by virtue of his/her office or in respect of services which he/she is required by or under any enactment to perform. Entry will be at the minimum of the scale and the rate of remuneration will not be subject to negotiation and may be adjusted from time to time in line with Government pay policy. Different terms and conditions may apply if you are currently a serving civil or public servant. Subject to satisfactory performance increments may be payable in line with current Government Policy.

Tenure and Contract

The position of Communications Officer - Grade 5 is full-time and permanent.

Hours of Attendance

Hours of attendance will be as fixed from time to time. Typically, hours will be of the order of 35 hours per week.

Flexible working

The LGMA Flexi Policy allows employees the opportunity and responsibility for organising their working hours within defined limits to fit in with their domestic and personal arrangements.

Under the system, employees are allowed to vary their arrival and departure times and lunch breaks within fixed limits which are known as 'flexible hours'.

Blended Working

The LGMA is committed to excellence in the delivery of our broad range of services and to the quality of our customer service. In this context, the LGMA have implemented a blended working policy while maintaining our commitment to the delivery of the highest standard of services. Blended working supports effective teamwork, sustains good working relationships, and maintains a sense of belonging. All Employees are entitled to apply for blended working.

For more information on the Flexi-time and Blended working policies please contact jobapplications@lgma.ie

Location

At present the LGMA has offices at two locations in Dublin. When absent from home or headquarters on official duty appointees will be paid appropriate travelling expenses and subsistence allowances, subject to normal regulations.

Annual leave

The Annual Leave allowance for New Entrants is 30 days. This allowance is subject to the usual conditions regarding the granting of annual leave in the LGMA, is based on a five-day week and is exclusive of the usual public holidays.

Confidentiality

All enquiries, applications and all aspects of the proceedings are treated as strictly confidential and are not disclosed to anyone outside those directly involved in the recruitment process.

Freedom of Information

Candidates can expect that all enquiries, applications and all aspects of the proceedings are treated as strictly confidential subject to the provisions of the Freedom of Information Act, 2014.

Data protection

The information submitted with an application is used in processing the candidature and subsequent employment (if successful) and such information is held subject to the rights and obligations of the Data Protection Acts.

Important Notice

The above represents the principal conditions of service and is not intended to be the comprehensive list of all terms and conditions of employment which will be set out in the employment contract to be agreed with the successful candidate(s).

Please note that any offer of employment will be conditional upon the individual being legally entitled to live and work in Ireland.

Appendix - Grade 5 Level Competencies

Section One		Section Two		Section Three		Section Four	
Management and Change		Delivering Results		Performance through People		Personal Effectiveness	
1.1	Mission and Vision and Values	2.1	Problem Solving and Decision Making	3.1	Leading and Motivating	4.1	Qualifications and Knowledge
1.2	Strategic Ability	2.2	Operational Planning	3.2	Managing Performance	4.2	Resilience and Personal Well Being
1.3	Political Awareness	2.3	Managing Resources	3.3	Managing Conflict	4.3	Integrity
1.4	Standards, Ethics and Governance	2.4	Ensuring Compliance	3.4	Communicating Effectively	4.4	Personal Motivation, Initiative and Achievement
1.5	Networking and Representing	2.5	Delivering Quality Outcomes				
1.6	Bringing about Change						
1.7	Influencing and Negotiating						
1.8	Safety, Health & Welfare at Work						