



Information Booklet

Digital Content Officer - Grade 5

Apply by 5pm on Friday 21st July 2023



LGMA
Local Government
Management Agency

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.
- We develop, procure, maintain, and provide support for several internal and managed 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.
- We provide 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 the role

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

The role

We are seeking to recruit a creative and energetic Digital Content Officer to develop and manage engaging content for local government sector digital channels and campaigns.

This is an exciting opportunity to be centrally involved in developing and managing content for websites and digital channels of national importance, and to play a key role in the local government sector's future digital strategy.

The Local Government Management Agency is leading the development of a new website that will be the online home of the local government sector in Ireland and a key source of information on local government services and campaigns. LocalGov.ie will be a cornerstone in the local government brand and digital strategy and will play an important role in providing access to information and a gateway to local government online services.

The successful candidate will lead the development and ongoing management of written, visual and digital content for LocalGov.ie.

The LGMA also manages a number of other digital channels on behalf of the local government sector, including social media accounts and shared service websites such as LibrariesIreland.ie, LocalGovernmentJobs.ie, and CheckTheRegister.ie. The Digital Content Officer will also be involved in creating and reviewing content for these channels.

The successful candidate will be involved in developing and implementing social media, digital marketing and other strategies and campaigns to promote the local government sector and its services and to position LocalGov.ie and other sectoral digital channels as important and reliable sources of information relating to the local government sector at a national level.

The role will involve liaison with multiple stakeholders including within government departments and across the local government sector. The successful candidate will also work with and advise colleagues across the LGMA in relation to digital content and campaigns.

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

Key responsibilities

The successful candidate will:

- Be responsible for creating, editing and publishing engaging, accurate and up-to-date information on the local government sector, with the aim of creating an overall positive user experience across our digital channels
- Work closely with the Communications Team on the initial content design and strategy and content development for LocalGov.ie
- Develop and create written, visual and audio-visual content and campaigns for digital channels
- Write compelling and engaging digital copy ensuring that the content is consistent with the relevant brand voice, style and tone
- Work with Communications Team colleagues in the development and execution of digital marketing and communications campaigns and strategies
- Liaise with external organisations and internal departments to gather new content and to advise on the best way to present the content to a digital audience, including through Plain English.
- Moderate and audit existing website content to ensure that it is accurate and up-to-date and presented in an appealing and interesting manner
- Source, commission and edit images and videos for online content

- Proactively liaise with colleagues and other stakeholders to encourage them to write relevant and interesting content
- Enhance knowledge within the team and organisation towards the delivery of high-quality digital content, particularly in relation to best practice content design strategy, user experience, search engine optimisation and digital audience generation and growth
- Support in the development, application, and maintenance of website standards – with particular reference to accessibility, language, and data protection
- Support the development of policies, protocols, templates and other documentation for the communications function
- Highlight potential risks and act proactively to resolve issues
- Engage internally and externally to generate awareness of LocalGov.ie and other digital channels

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 one of the following; marketing, communications, media, journalism, digital marketing web design, or other demonstrably relevant area;**
 - and,
 - (ii) **3+ years of professional experience in digital content creation and management.**

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 developing and managing content for high-profile user-focused websites
- Content Management System experience
- Experience in, or good understanding of, the principles of content design and strategy, search engine optimisation, user experience design, user interface design
- An understanding of requirements in relation to Irish language, accessibility and data protection
- Strong initiative, communication, presentation, relationship building and strategic planning skills
- Strong time management, goals setting and task prioritisation abilities
- User-centric orientation – ability and desire to engage with customers/end-users to design a solution that meets their needs

- An ability to work with others as part of a team
- An appreciation and understanding of the local government sector

Application and Selection

How to apply

All applications should be emailed directly to jobapplications@lgma.ie no later than 5pm on Friday 21st July 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.

Virtual interviews are taking place over MS 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

Panels may be formed on the basis of such interview. Candidates whose names are on a panel and who satisfy the LGMA that they possess the qualifications declared for the office and that they are otherwise suitable for appointment may within the life of the panel be appointed as appropriate vacancies arise. The life of the panel will be one year.

Feedback and 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 candidature 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.

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

This is a permanent post in the Local Government Management Agency and is subject to general terms and conditions relating to appointments in the Agency.

Remuneration

The salary scale for this position is as follows as at 1st March 2023.

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

The position of Digital Content 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. The position holder will be required to work a five-day week. The LGMA currently have a flexible working hour attendance scheme in operation.

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

An officer's headquarters shall be such as may be designated from time to time. 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).

Appendix – Grade V Level Competencies

Understanding Purpose and Change		Delivering Results		Performance through People		Personal Effectiveness	
1.1	Knowing the purpose of the LGMA and its priorities and structures	2.1	Identifying problems and contributing to solutions	3.1	Managing and directing	4.1	Qualifications, skills, and knowledge
1.2	Understanding and complying with the Code of Business Conduct for all employees	2.2	Organising and implementing work programmes	3.2	Performing effectively	4.2	Resilience and personal well being
1.3	Maintaining a positive image of the LGMA	2.3	Managing resources	3.3	Managing conflict	4.3	Integrity
1.4	Implementing and co-operating with change	2.4	Complying with LGMA rules	3.4	Communicating effectively	4.4	Personal motivation and initiative
1.5	Safety, health, and welfare at work	2.5	Delivering quality work and services				