



Information Booklet

Head of Media and Communications - Grade 8

Apply by Thursday 20th May @ 5pm.



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 coordinated 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

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

About the role

The Head of Media and Communications will lead the communications team in the development and implementation of the LGMA's communications strategy and other relevant local authority sector communication strategies and plans. The implementation of these plans includes activity in areas such as media engagement, public relations, marketing, corporate and internal communications, brand management, research, public affairs, communication campaigns, strategic communications and digital communications. He/she will work to strategically lead, develop, promote and maintain positive and open working relationships with the media, external stakeholders and colleagues across the local government sector. The role offers opportunity to an enthusiastic and proactive individual with excellent leadership skills and verbal and written communication skills to work on complex issues with a practical approach to communications.

The key responsibilities of the role are as follows:

- To lead on the delivery of a local government communications strategy
- To lead, develop, implement and evaluate integrated communication campaigns to promote the LGMA and the local government sector, using multiple platforms
- To lead the development and management of LGMA communications tools using digital, newsletters and other communications channels
- To lead, develop, implement and evaluate the social media and digital strategies
- To work with local government chief executives, senior managers and other government agencies and departments on media and communications issues/campaigns
- To work with CCMA/LGMA Committees on strategic communication campaigns to support their committee objectives
- To advise and assist corporate services and the LGMA Executive team on internal/corporate communications
- To manage a number of brands that are under the remit of the LGMA and to develop strategies to enhance them further
- To provide communication advice and support to local authorities on media issues
- To lead reactive and proactive media work, often to tight deadlines
- To drive the use of new communications platforms and technologies within LGMA and local authorities
- To represent LGMA and the CCMA on cross sector communications working groups with the purpose of ensuring that the local government sector is best represented
- To lead the coordination of a working group comprising of local authority communications practitioners
- To lead on contract management for existing contracts and to be responsible for future procurement for contracts relating to communications
- To play a lead role in ensuring appropriate media management and monitoring
- Line management responsibility for communications team members and
- To carry out any other duties as may be assigned from time to time

Essential Requirements

Candidates must:

- Have obtained a qualification at Level 8 or higher, in marketing/media/communications/public relations or a related discipline
- Have a minimum of 10 years' relevant experience in a broad communications role(s) which must include PR, media management, corporate communications, communication campaigns and digital media
- Demonstrate a clear track record of leading achievements in the areas of media management, PR, communication campaigns, corporate/internal communications, brand management and high level stakeholder engagement
- Have knowledge and understanding of the current and emerging media environment at a national level and the current political socio-economic environment
- Have proven skills in use of technologies appropriate to the position
- Demonstrate evidence of having developed an effective network of media relationships
- Have a proven ability in the areas of networking, influencing and communicating effectively
- Highly developed presentation skills

AND

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

Strategy Management and Change
Strategic Ability
Networking and Representing
Delivering Results
Problem solving and decision making
Delivering Quality Outcomes
Performance Through People
Leading and Motivating
Communicating Effectively
Personal Effectiveness
Qualifications and Knowledge
Personal Motivation, Initiative, and Achievement

Desirable but not essential

- An appreciation and understanding of the local government sector and the key issues and priorities confronting the sector
- Experience of managing a team

Application and selection

How to apply

All applications should be emailed directly to jobapplications@lgma.ie no later than **5pm on Thursday 20th May 2021**. 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 with the life of the panel be appointed as appropriate vacancies arise. The life of the panel will be one year.

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 October 2020:

Point No.	1	2	3	4	5
Salary	€69,267	€69,886	€72,518	€75,151	€77,788
Point No.	6	7	LSI 1	LSI 2	
Salary	€80,396	€83,022	€86,000	€88,970	

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 Head of Media and Communications – Grade 8 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 37 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.

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).

Appendix - Grade 8 Level Competencies

Strategic 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 Wellbeing
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				
1.5	Bringing About Change						
1.7	Influencing and Negotiating						
1.8	Safety, Health and Welfare at Work						