



LGMA

Local Government
Management Agency



Information Booklet

Communications Manager Grade 7 Open Competition Permanent/Secondment

Apply by Tuesday 17th December 2023 @ 5pm

Applications should be emailed 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.

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 and services 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 public libraries.

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 LGMA pillars and support on corporate and internal communications for LGMA.

The Role

This is a unique opportunity to take a leading role in driving strategic communications for the local government sector. You will get the chance to develop and manage 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 your initiative and creativity, to drive ideas, and take ownership of campaigns and projects. We are seeking ambitious applicants who are enthusiastic about the difference they can make in the role.

In this role, you will have the opportunity to significantly develop your management and strategic communications skills and experience.

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 important policy and service areas such as climate action, housing or planning.

You will also be centrally involved in areas such as stakeholder engagement, public affairs and issues management and the role will involve liaising with multiple stakeholders within local and national government and other organisations.

Reporting to the Head of Media and Communications, the Communications Manager will work within a very collaborative team and will be responsible for managing a communications officer and digital content officer. You will also work as a trusted advisor across the LGMA and the local government sector.

Key responsibilities

The role will involve:

- Taking a lead role in developing and driving the Local Government Sector Communications Strategy and aligned communications plans.
- Leading on the development, roll-out and evaluation of evidence-informed, integrated marketing, advertising and PR campaigns to promote local government services and libraries.
- Managing proactive and reactive media engagement on behalf of the local government sector.
- Maximising digital communications opportunities, including providing expertise in relation to digital content and digital marketing.
- Overseeing the ongoing product, content and marketing management for LocalGov.ie - a website in development that will provide a central national point of information about local government in Ireland.
- Driving the development of the Local Government Ireland brand and working towards the implementation of a unified brand for the local government sector including across shared and digital services.
- Supporting collaboration, professional development and knowledge and skills development among those working in communications in the local government sector.
- Influencing and providing support to ensure high-quality communications is embedded across the organisation and working with colleagues to identify and advance strategic priorities through PR and communications initiatives.
- Providing advice and support in relation to internal communications.
- Representing and influencing on behalf of the LGMA and local government sector
- Building positive relationships across the LGMA and local government sector and providing strategic communications advice and support to LGMA colleagues, local authorities and the County and City Management Association.
- Playing a key role in procurement, contract and supplier management

- Undertaking management and supervisory duties within the Communications Team.
- Other duties as required.

The nature of this position is such that it may require out-of-hours work.

Essential Requirements

1. Character

- a. Candidates shall be of good character.

2. Health

- a. 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. Have a primary/bachelor's degree or master's degree in one of the following: marketing, communications, public relations, media, journalism, or other demonstrably relevant area.

AND,

- ii. Have 4+ years of professional experience in a senior communications role.

AND,

- iii. Demonstrate the following competencies as set out in the LGMA Competency Framework (**see Appendix**)

Management and Change
Bringing About Change
Influencing and Negotiating
Delivering Results
Operational Planning
Delivering Quality Outcomes
Performance Through People
Leading and Motivating
Communicating Effectively
Personal Effectiveness
Qualifications and Knowledge
Personal Motivation, Initiative and Achievement

4. Membership

The **Public Relations Institute of Ireland (PRII)** is the national representative body for professional Public Relations and Communication practitioners. With the support of the LGMA, the successful applicant will be required to become a member and maintain membership of PRII.

Desirable but not essential

- Experience working with the media and other stakeholders and building strong relationships internally and externally
- Significant experience managing integrated communication campaigns with both large and small budgets
- Digital communications and website development or management experience
- 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 17th December 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 acknowledgment 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 of 1st October 2023:

Point No.	1	2	3	4	5	6
Salary	55,847	57,214	58,810	60,410	62,011	63,441
Point No.	7	8	9	LSI1	LSI 2	
Salary	64,906	66,324	67,739	70,164	72,602	

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 Communication Manager - Grade 7 is a full-time permanent role.

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 7 Level Competencies

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 Performing	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 an Representing	2.5	Delivering Quality Outcomes				
1.6	Bringing about Change						
1.7	Influencing and Negotiating						
1.8	Safety, Health & Welfare at Work						

