

**Job Description**

**Staff Officer (Grade V Post) Fixed Term Contract**

**Public Relations and Events Management Officer**

**with responsibility for co-ordination and support**

**to the administrative service of the CE and Directorate**

**Nature of Post**

Fixed Term Contract to the 31st December 2024 - 35 hours per week

**Location**

Appointment is to the Scheme – Kerry ETB reserves the right to assign a staff member to any other location, as the service exigencies require. Your centre of first assignment will be Kerry Education and Training Board Head Office, Centrepoint, John Joe Sheehy Road, Tralee, Co. Kerry.

**Reporting/Accountability Relationship**

The Staff Officer (Grade V) reports to the Chief Executive Officer and/or Director OSD.

**Post Summary/Purpose:**

Responsible for developing and implementing branding, marketing and communication strategies for Kerry ETB creating a social media profile, blogging, managing regular posts and responding to followers.

Contributing to the achievement of the communication goals and actions under the Kerry ETB Strategy Statement including responsibility for the organisation and coordination official Kerry ETB events. Design and enhance Kerry ETB’s media presence, including interacting with service users.

Responsible for regularly evaluating the success of Kerry ETB’s marketing and communication efforts and revising Kerry ETB’s communications plans, as required. Willingness to work outside normal office hours, if required. Responsible for developing written media communications and ETB publications including the Kerry ETB Newsletter. Duties will also include event management for Department, Minister or other official visits

**Role Duties:**

**ETB Corporate Communications and Brand awareness**

* Developing and communicating the Kerry ETB official brand usage guidelines for internal and external audiences aimed at ensuring brand consistency usage in marketing and social media messages including advertising, internal and external communication, and brand management.
* Planning official ETB publicity strategies and campaigns.
* Developing marketing and social media campaigns and strategies, including budget planning, content details, and implementation schedules.
* Act as media spokesperson, if required, under the direction of the Chief Executive Officer/Director OSD.
* Engage with the Kerry ETB marketing and promotions support service provider(s), as required.
* Measuring public perception on specific issues using surveys and other such measurement tools.
* Dealing with enquiries from the public, the press, and related organisations.
* Developing crisis communication strategies and co-ordinating the organisations response to crisis situations.

**Social Media/Corporate Web Platforms**

* Reporting progress on the effectiveness of social media, marketing and communications activities to the senior management team.
* Reviewing social media metrics to determine effectiveness of each medium
* Review, development and enhancement of the Kerry ETB corporate web site [www.kerryetb.ie](http://www.kerryetb.ie) working with the preferred site development and maintenance company.
* Developing and growing Kerry ETB’s social media presence on new and emerging social media platforms including the management of the official Kerry ETB Twitter account, Facebook, TikTok and other social media platforms.
* Increasing Kerry ETB’s presence on existing platforms including LinkedIn, and Instagram etc.

**Publications**

* Drafting, finalising and producing presentations and press releases to a publication standard.
* Review of key ETB publications drafts documents, for example the Annual Report etc. for completeness and accuracy prior to submission for publication.
* Responsibility for engagement with third party provider for the translation of key Kerry ETB publications as may be required.
* Drafting of inclusions for Kerry ETB publications as may be required at the request of the Chief Executive Officer.
* Co-ordination responsibility for publications including but not limited to the Kerry ETB Newsletters, Press Releases etc.
* Creating, and distributing, engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages.

**Event Management**

* Act as the ETB official point of contact for all official Kerry ETB events, including but not limited to Ministerial Visits, Publication Launches, Official Opening ceremonies etc.
* Organising, coordinating and attending promotional events such as press conferences, award ceremonies, open days, exhibitions, tours and visits.
* Coordination and event management relating to Kerry ETB official launches, openings, Ministerial visits etc.
* Engagement with local media in preparation for official Kerry ETB events.
* Engage directly with Kerry ETB Schools/Centres/Campuses re arrangements for official events, including but not limited to Ministerial Visits, Publication Launches, Official Opening ceremonies etc
* Co-ordinating employee communication in the event of a crisis and potential adverse events , for example weather warnings, pandemic related matters etc.

**Other Duties**

* Engage with local radio and print media organisations re ETB communications, as required.
* Plan and organise annual media training for management team, as required.
* Any other duties which may be assigned from time to time as appropriate to the position of Staff Officer (Grade V).

The above list of accountabilities may be varied having regard to the changing needs of the Scheme and the terms of the post can include delivery of responses to unpredictable work demands as they arise.

**Person Specification**

As per Circular Letter 8/2017 and 46/2017 candidates must (by closing date for receipt of applications):

* Have the requisite knowledge, skills and competencies to carry out the role. Competencies will be informed by best practice Public Appointment Service competency frameworks for the Irish Public Service;
* be capable and competent of fulfilling the role to a high standard;
* have obtained at least Grade D3 in five subjects in the Leaving Certificate Examination (higher, ordinary, applied or vocational programmes) or equivalent or have passed an examination at the appropriate level within the QQI qualifications framework which can be assessed as being of a comparable to Leaving Certificate standard or equivalent or higher or have appropriate relevant experience which encompasses equivalent skills and expertise;

**Desirable:**

* Achieved or be at an advanced stage of working towards a Level 6 qualification or higher in a relevant area
* Excellent IT Skills
* Strong Communication Skills, both written and oral.
* Demonstrable initiative
* Strong attention to detail
* Commitment to on-going professional development

**Competences required**

Kerry ETB Core Values of Respect, Quality, Equality, Inclusion and Learning are the guiding principles of the organisation and underpin the competencies required to fulfil this role.

The person appointed to the above post will be required to show evidence of the following competences:

**Specialist Knowledge, Expertise and Self Development**

* Clearly understands the role, objectives and targets and how they fit into the work of the Organisation.
* Develops the expertise necessary to carry out the role to a high standard and has a thorough understanding of the Code of Practice for the Governance of Education and Training Boards
* Is proactive in keeping up to date on issues and key developments that may impact on the Department and/or wider ETB service
* Consistently reviews own performance and sets self-challenging goals and targets

**Leadership Potential**

* Is flexible and willing to adapt, positively contributing to the implementation of change
* Contributes to the development of policies in the Department/Organisation
* Seeks to understand the implications of taking a particular position on issues and how interdependencies need to be addressed in a logical and consistent way
* Maximises the contribution of the team, encouraging ownership, providing support and working effectively with others
* Formulates a perspective on issues considered important and actively contributes across a range of settings

**Analysis & Decision Making**

* Is skilled in policy analysis and development, challenging the established wisdom and adopting an open-minded approach
* Quickly gets up to speed in a complex situation, rapidly absorbing all relevant information/data (written and oral)
* Uses numerical data skilfully to understand and evaluate service issues and adjudicating tenders.
* Identifies key themes and patterns in and across different sources of information, drawing sound and balanced conclusions
* Sees the logical implications of taking a particular position on an issue

**Delivery of Results**

* Assumes personal responsibility for and delivers on agreed objectives/goals
* Manages and progresses multiple projects and work activities successfully
* Accurately estimates time parameters for projects and manages own time efficiently, anticipating obstacles and making contingencies for overcoming these
* Maintains a strong focus on meeting the needs of customers at all times
* Ensures all outputs are delivered to a high standard and in an efficient manner
* Use resources effectively, at all times challenging processes to improve efficiencies

**Interpersonal & Communication Skills**

* Communicates in a fluent, logical, clear and convincing manner verbally and in writing
* Is able to listen effectively and develop a two-way dialogue quickly
* Maintains a strong focus on meeting the needs of internal and external customers
* Effectively influences others to take action
* Works to establish mutual understanding to allow for collaborative working

**Drive & Commitment to Public Service Values**

* Consistently strives to perform at a high level
* Maintains consistent effort under pressure and is resilient to criticism or setbacks at work
* Demonstrates high levels of initiative, taking ownership for projects and demonstrating self sufficiency
* Is personally trustworthy and can be relied upon
* Places the citizen at the heart of all process and systems