



**BORD OIDEACHAIS AGUS OILIÚNA CHIARRAÍ
KERRY EDUCATION AND TRAINING BOARD**

**Job Description
Public Relations Officer
Senior Staff Officer (Grade VI Post)
with responsibility for co-ordination and support
to the administrative service of the CE and Directorate**

Nature of Post

Permanent position, 37 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 Senior Staff Officer (Grade VI) reports to the Chief Executive Officer

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 2018-2022 Kerry ETB Strategy Statement. Design and enhance Kerry ETB's media presence, including interacting with learners. Responsible for regularly evaluating the success of Kerry ETB marketing and communication efforts and tweaking Kerry ETB's strategy as required. Willingness to work outside normal office hours if required.

Responsible for the co-ordination and support of the administrative staff of the Chief Executive and Directorate.

Role Duties:

- Developing and communicating the Kerry ETB brand.
- Planning publicity strategies and campaigns.
- Writing and producing presentations and press releases.
- Creating marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules.
- Ensuring brand consistency in marketing and social media messages including advertising, internal and external communication, and brand management.
- Reporting progress on the effectiveness of social media, marketing and communications activities to the senior management team.
- Developing and growing Kerry ETB's social media presence into new and emerging social media platforms including the management of the official Kerry ETB Twitter account, Facebook and other social media platforms.

- Dealing with enquiries from the public, the press, and related organisations.
- Building relationships and keeping the public informed.
- Promoting employee events.
- Increasing Kerry ETB's presence on existing platforms including LinkedIn, and Instagram.
- Creating and distributing engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages.
- Developing crisis communication strategies and co-ordinating the organisations response to crisis situations.
- Managing employee communication in the event of a crisis.
- Measuring public perception on specific issues using surveys
- Responsible for the co-ordination and support of the administrative staff of the Chief Executive and Directorate.
- Organising and attending promotional events such as press conferences, open days, exhibitions, tours and visits.
- Event management relating to Kerry ETB official launches, openings, Ministerial visits etc.
- Co-ordination responsibility for annual publications including but not limited to Newsletters, Press Releases etc.
- Act as media spokesperson, if required, under the direction of the Chief Executive Officer/relevant Director.
- Any other duties which may be assigned from time to time as appropriate to the position of Senior Staff Officer (Grade VI)

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
Public Relations Officer
Senior Staff Officer (Grade VI Post)

ESSENTIAL REQUIREMENTS

As per Circular Letter 8/2017 candidates must:

- 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;
- Have at least two years in a Grade III post, or equivalent, or higher, in the Education and Training Sector. For the purposes of filling vacancies in Grades IV, V, VI and VII in ETBs only, at least two years' service in an ETB Caretaker Grade will also be considered valid.
- Have successfully completed their probation period or have successfully completed a probation period at a lower eligible grade.

DESIRABLE REQUIREMENTS

- Achieved or be at an advanced stage of working towards a Level 6 qualification or higher on the National Framework of Qualifications
- Capacity to respond to public/media queries in Irish
- Excellent Communication Skills
- A good level of experience or knowledge of the designated area of work
- Excellent administrative and IT skills

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
- 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 of 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.