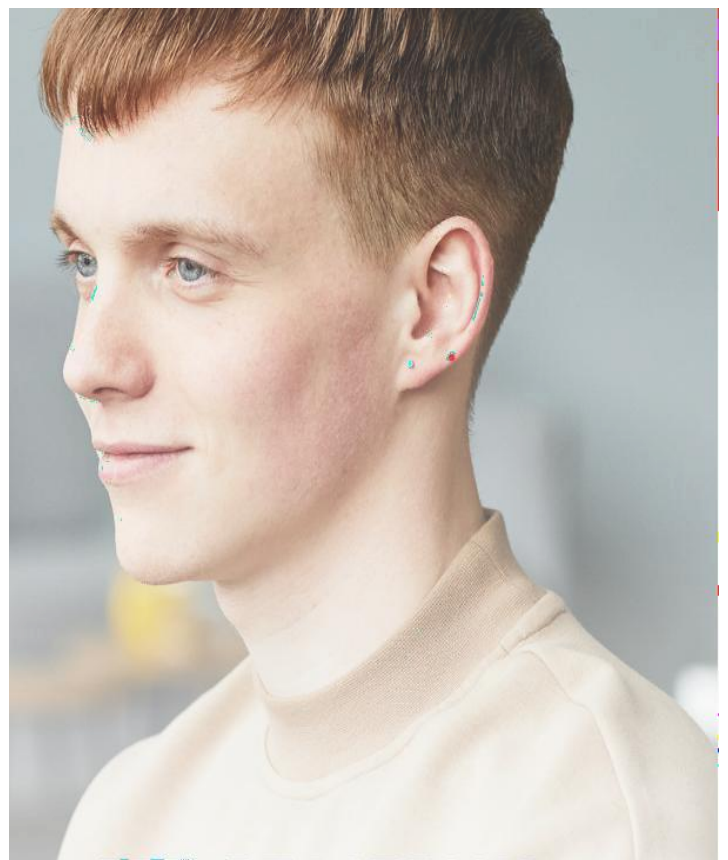


SEUPB GRADUATE PROGRAMME - 2026-27

Communications

A Guide for Applicants



PEACEPLUS
Northern Ireland - Ireland

Co-funded by the



European Union



UK Government



Rialtas na hÉireann
Government of Ireland



Northern Ireland
Executive
www.northernireland.gov.uk



Special EU Programmes Body
Comhlacht na gClár Speisialta AE
Special EU Skemes Boadie

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FOREWORD

Thank you for your interest in a role with the Special EU Programmes Body (SEUPB).

As an organisation, we pride ourselves on recruiting the best people and providing them with the tools and support they need to make a positive contribution to our work, while realising their full potential.

The Special EU Programmes Body is one of six cross-border bodies established under the Belfast/Good Friday Agreement. The SEUPB has the statutory remit for managing EU funding programmes within Northern Ireland and the border counties of Ireland.

For over twenty-five years, SEUPB has played a pivotal role in shaping a more peaceful and prosperous future for our region. Our mission remains as vital today as it was at the start: to foster collaboration, reconciliation, and growth. SEUPB's flagship funding programme, PEACEPLUS, builds on that legacy with a total investment of approximately €1.14 billion, backed by the EU, UK and Irish governments, and the Northern Ireland Executive.

This funding supports a wide range of sectors, including health and social care, environmental sustainability, rural regeneration, smart towns and villages, and youth services, while continuing our fundamental work of embedding peace and reconciliation across the region.

The work we do is challenging but also incredibly rewarding. Our offices in Belfast, Omagh and Monaghan are a hub of energy and enthusiasm. Our staff value the knowledge that they are making a positive and lasting contribution to society and the world that they live in.

We welcome those who share our vision for a better, more peaceful and more prosperous society and our belief that our combined effort can make that vision a reality. This booklet will provide you with further information about the key responsibilities of the role you are applying for and sets out the skills and competencies required. We look forward to receiving your application.



Gina McIntyre
Chief Executive
Special EU Programmes Body

INTRODUCTION

History of the SEUPB



Special EU Programmes Body
Comhlacht na gClár Speisialta AE
Special EU Skemes Boadúe

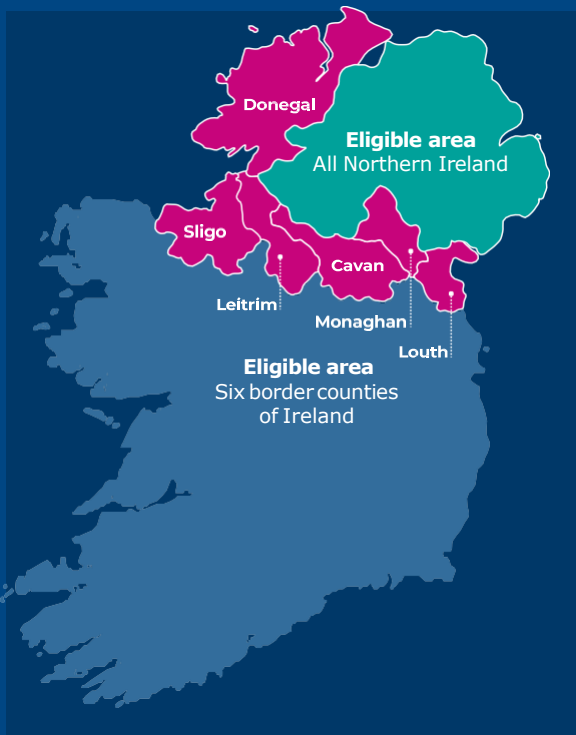
The Special EU Programmes Body (SEUPB) is one of six North South Bodies established in 1999 as a consequence of the Belfast/Good Friday Agreement – an agreement between the Government of Ireland and the Government of the United Kingdom of Great Britain and Northern Ireland.

The SEUPB has the statutory remit for managing EU funding programmes within Northern Ireland and the border counties of Ireland, helping to foster peace and prosperity across the region.

For more than 25 years, the SEUPB has managed a number of European Union investment programmes, including the PEACE and INTERREG programmes.

A total of €3.39 billion has been invested through previous programmes, funding over 23,000 projects, and touching the lives of more than two million citizens.

The PEACEPLUS Programme will continue to provide this vital support to Northern Ireland and the border counties with an investment of €1.14 billion focusing on embedding peace and promoting prosperity across the region.



PEACE I-IV
TOTAL AMOUNT
INVESTED
€2.265bn

PEACEPLUS
FURTHER
INVESTMENT
€1.14bn

PEACE Programmes
Delivering between

1995 - 2029

including PEACEPLUS

Over

2.2million

Total participants/citizens
directly supported (2023)

624,950

Total citizens to be
directly supported
under PEACEPLUS

OUR MISSION, VISION AND GUIDING PRINCIPLES

SEUPB Mission Statement:

Underpinning Peace and Prosperity for People and Places.

SEUPB Vision

CREATING SUSTAINABLE
PROGRESS THROUGH
PEACE AND PROSPERITY



INSPIRING
PEOPLE



INVESTING IN
PARTNERSHIPS



IMPROVING
PLACES

Our Guiding Principles:

In carrying out our work we will adhere to the following guiding principles:

- Equality and Respect – We treat everyone fairly and with dignity, fostering an inclusive environment.
- Continuous Improvement – We embrace learning and innovation to enhance our impact.
- Excellence – We strive for the highest standards in everything that we do.
- Accountability – We are transparent and responsible in our actions and decisions.
- Integrity – We act ethically in the best interests of our stakeholders

KEY REGULATORY FUNCTIONS

The key functions for the SEUPB are set out below:

- 1** To act as the Managing Authority and Quality Control for the PEACEPLUS programme. The Managing Authority function is a unit which has overall responsibility which involves ensuring the Programme meets all regulatory requirements and supports funded projects to deliver the objectives of the Programme, under the Joint Secretariat unit.
- 2** Continue implementing the PEACEPLUS Programme. The Managing Authority will work with delivery partners to ensure that PEACEPLUS meets its commitment, spend and outcomes ambition for project delivery.
- 3** The SEUPB's corporate team, with the key functions of Corporate Finance, Accounting Function, HR, Communications, and IT will ensure that the highest standards of public accountability and financial management are adhered to to meet the expectations of its many stakeholders.
- 4** The Joint Secretariat (JS) provides services in relation to project assessment and support to projects. This role of supporting and assisting projects to deliver their objectives is inextricably linked to the Managing Authority role. The JS has been delegated to a range of tasks by the Managing Authority specifically to deal with all aspects of project implementation work. The role of JS in the Programmes is critical, particularly in the early stages as the new projects mobilize. JS has a continuing significant role in assisting funded Lead Partners to complete and deliver their projects effectively.



SEUPB DIRECTORATES



OVERVIEW OF GRADUATE PLACEMENT

After successfully carrying out our graduate scheme into its second year, SEUPB is expanding the programme by adding Communications, Managing Authority, and Accounting Finance graduate roles, alongside the existing HR and IT positions.

This opportunity will be open to those who will have recently completed their undergraduate degrees or will have completed their degree by the summer of 2026 in a relevant subject. The SEUPB recognises that a graduate position can be a useful and rewarding extension for a university degree. We know that it can be difficult to find that bridge between student and employee. Our Graduate Scheme is designed to help you make that transition, investing in your personal and professional development. It's not just about gaining work experience; it's about building the skills, confidence, and perspective to succeed in your future career.

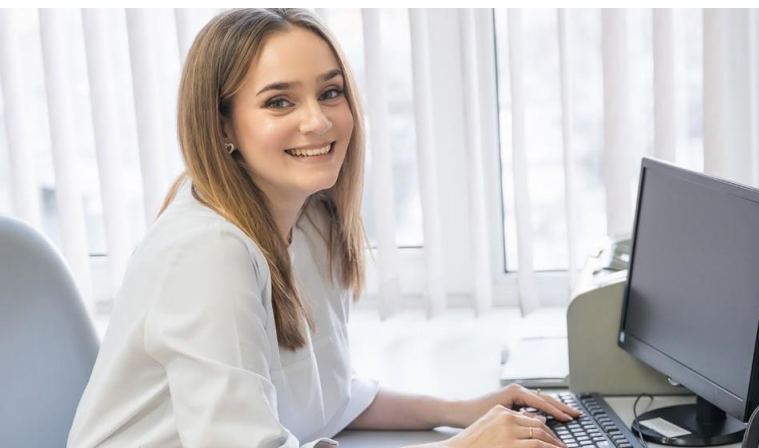
Our staff are enthusiastic and knowledgeable mentors who are incredibly proud of the Graduate Programme that we have in place. We know that good mentorship is vital to our success, and we are excited to welcome graduates to this

new Graduate Scheme. As part of the Graduate Scheme, you will work closely with your team and supervisor, receiving regular feedback to support your ongoing learning, development, and continuous improvement. This collaborative environment will help you build your skills and further enhance your professional development.

You will have the opportunity to build valuable relationships with like-minded peers, attend exclusive events (subject to team involvement), and unlock future career opportunities.

SEUPB also offers opportunities to network with other graduates, creating a valuable space to build professional connections with peers who are at a similar stage in their careers. Through regular engagement, graduates can share experiences, exchange insights, and learn from one another's journeys. This focus on peer networking helps to broaden perspectives, build confidence, and establish supportive relationships that can be beneficial both during placement and as graduates move forward in their professional careers.

We hope our Graduate Scheme will allow for an opportunity to explore potential career paths, enhance employability skills and equip students with the foundations for future career opportunities.



THE COMMUNICATIONS TEAM

The Communications Team plays a central role in supporting the Special EU Programmes Body to deliver its statutory functions, meet governance obligations and demonstrate the value and impact of EU funding across the PEACEPLUS Programme. Effective communications are essential to public accountability, stakeholder confidence and the visibility of peacebuilding and societal transformation work across the region.

Operating within a sensitive post-conflict context, the team is responsible for ensuring that SEUPB's work is communicated clearly, accurately and accessibly to diverse audiences, including governments, delivery partners, communities and the wider public.

The Communications Team's work is guided by a set of clear objectives aligned to SEUPB's mission and strategic priorities:

- To demonstrate the impact of almost three decades of EU investment in peacebuilding and the continued relevance of the PEACEPLUS Programme.
- To raise awareness and understanding of SEUPB-managed programmes' role, purpose and added value within a post-conflict society.
- To increase awareness of PEACEPLUS programmes, funding opportunities, and outcomes among stakeholders and the general public.
- To support continued confidence in peace and cross-border funding by clearly evidencing need, value and results.
- To strengthen relationships with key stakeholders, including governments, delivery partners, elected representatives and communities.
- To improve internal engagement and staff understanding of organisational priorities, activity and impact.
- To ensure marginalised and hard-to-reach groups are aware of SEUPB-funded activity and able to engage where appropriate.

The Communications Team provides essential organisational capability, supporting transparency, accountability and stakeholder confidence in SEUPB and the PEACEPLUS Programme. Its work enables the organisation to demonstrate impact, explain complex programmes clearly, and maintain constructive engagement across a challenging and politically sensitive environment.

Effective communications underpin the success of SEUPB's wider work. The team's role is therefore integral to delivery, governance and public trust.

KEY AREAS OF WORK:

Stakeholder engagement and events

The team coordinates project visits, stakeholder briefings, bespoke SEUPB events and engagement opportunities for senior leadership, including speaking engagements. This work supports relationship-building with funders, delivery partners, elected representatives, academics and community stakeholders. Communications input is also provided for major programme events such as conferences and launches.

Internal communications

Internal engagement is a core function, ensuring staff are informed, connected and aligned with organisational priorities. This includes internal updates, staff-focused content and initiatives that improve understanding of programme progress, impact and corporate direction.

Programme compliance support

The Communications Team provides guidance and oversight to ensure funded projects meet communications and visibility regulations. This includes reviewing materials, offering advice and maintaining regular engagement with projects to support compliance and consistent standards across the programme.

Strategic communications and messaging

The team is responsible for developing and applying clear, consistent key messages across all channels and outputs. These messages are embedded across speeches, press materials, digital content, corporate publications, and stakeholder engagement activity. Messaging is tailored to different audiences while remaining aligned with SEUPB's mission, values and objectives.

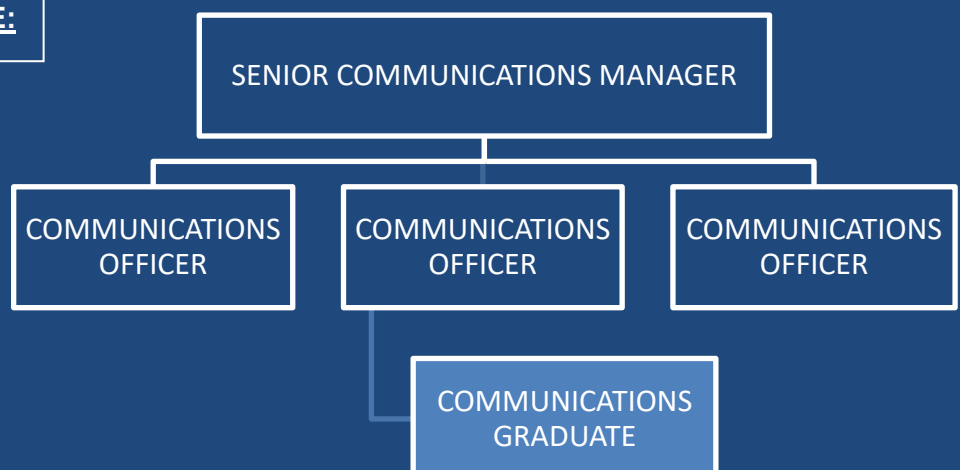
Media and public affairs

The Communications Team manages media relations across the programme area, including press releases, briefings, interviews and feature placements. This includes proactive promotion of programme launches, milestones, awards, and closures, as well as reactive engagement where required. The team also supports paid and earned media opportunities, opinion pieces and platform articles aimed at increasing understanding of PEACEPLUS and its impact.

Digital and content delivery

A digital-first approach underpins much of the team's work. This includes management and development of SEUPB's website content, social media channels, e-communications and digital campaigns. Work is focused on improving reach, engagement, and clarity, using infographics, video and accessible content formats where appropriate.

COMMUNICATIONS TEAM STRUCTURE:



SUMMARY OF JOB

Job Description

To support the delivery of SEUPB's internal and external communications activity, providing high quality administrative, digital, media and events support to the Communications Team. The postholder will help maintain communication systems, support media outputs, assist with events, ensure adherence to EU communication regulations, and contribute to the effective delivery of the organisation's communications function. This role is designed for graduates at the beginning of their communications career and provides structured development and exposure to high profile public programmes.

KEY FUNCTIONS:

- Provide administrative and coordination support across the Communications Team.
- Support media, PR and digital communication activity.
- Maintain communications databases, trackers and logs.
- Contribute to event planning and delivery.
- Assist with procurement and supplier coordination.
- Support communication regulation compliance and monitoring.

The above is given as a broad range of duties and is not intended to be a complete description of the job role.

DUTIES AND RESPONSIBILITIES:

Media, PR & Editorial Support:

- Assist in drafting press releases, articles, event summaries and short media statements.
- Monitor media coverage and prepare weekly/monthly media reports.
- Maintain and update media contacts and distribution lists.
- Support coordination of photo-shoots and management of digital assets.

Digital Communications:

- Assist in creating and scheduling social media content across multiple channels.
- Support website content updates (training provided).
- Assist in compiling digital analytics reports.

EU Communications Regulations Compliance:

- Support adherence to EU publicity and branding requirements.
- Process logo approval requests and maintain compliance records.
- Support sampling and review of funded project communications outputs.

Events Support:

- Assist in the delivery of events including conferences, launches, workshops, exhibitions and webinars.
- Support event logistics: venue booking, travel coordination, registration lists, materials preparation and evaluation.
- Provide on-site event support (registration, AV coordination, liaison with suppliers).

Administration & Coordination:

- Maintain communications trackers (events, case studies, design requests, press releases etc.)
- Assist with procurement tasks including raising POs, gathering quotes and preparing documentation.
- Support collation of supplier invoices and contribute to budget tracking.
- Monitor and triage queries from the Communications inbox.
- Assist in the management of multimedia content libraries (video, photography, design assets)
- Provide general administrative support: minute-taking, document formatting, filing, report preparation.

Other Duties:

- Support internal communications projects.
- Assist the Communications Manager and Officers as required.
- Build positive relationships with project Communications Leads.
- Undertake any other duties appropriate to the grade.

Core Capabilities Specification:

JOB TITLE: Communications Graduate Placement.

DURATION: Up to 51 weeks.

HOURS: 37 hours per week.

SALARY SCALE: £30,458 – under review.

REPORTS TO: Senior Communications Manager, Communications Officers.

ORGANISATIONAL STRUCTURE: The SEUPB has a Chief Executive, appointed by the North South Ministerial Council (NSMC). The Chief Executive is responsible for managing the organisation under the direction of the NSMC.



LOCATION:

The successful candidates will be based at the Clarence West Building, Clarence West Street, Belfast BT2 7GP.

The postholder may be required to travel throughout Northern Ireland and the border counties of Ireland and beyond to attend meetings/conferences which may include overnight stays on occasion.

The successful candidate must, therefore, have access to a form of transport and be prepared to travel and stay away from home overnight as and when required to properly perform the duties and responsibilities of the post.

ESSENTIAL CRITERIA and QUALIFICATIONS:

Applications will be submitted through GetGot, applicants must provide information detailing previous work history, educational background and answer questions regarding their experience and future goals.

The placement is designed for students who have recently graduated with a bachelor's degree or will have graduated by summer 2026.

Applicants must meet one of the following criteria by the closing date for applications:

1. Be currently studying for either a Higher National Diploma or Degree in Communications, Marketing, Public Relations, Media / Journalism, Digital Marketing, and expect to obtain a minimum 2:2 degree by July 2026.

OR

2. Have recently graduated with a Degree in a Higher National Diploma or Degree in Communications, Marketing, Public Relations, Media / Journalism, Digital Marketing. "Recently graduated" refers to individuals who have completed their degree within the last 2 years.

Candidates will only be appointed when proof of degree is provided.

RELEVANT OR EQUIVALENT QUALIFICATIONS:

If you are currently studying for a qualification that is relevant to Communications which you believe is equivalent to that required, you must state in your application WHY you consider the qualification should be accepted as equivalent.

REQUIRED COMPETENCIES

The selection panels will design questions to test the applicant's knowledge and experience in each of the key competency areas and award marks accordingly.

The selection process will include a competency-based interview.

A competency-based interview requires you to:

- In your responses, focus on your ability to fulfil the competencies required for effective performance in the role; and
- Provide specific examples of your experience in relation to the required competence areas.

In preparation for the interview, you may wish to think about having a clear structure for each of your examples, such as:

- Situation – briefly outline the situation.
- Task – what was your objective, what were you trying to achieve.
- Action – what did you actually do, what was your unique contribution.
- Result – what happened, what was the outcome, what did you learn.

The panel will ask you to provide specific examples from your past experience to demonstrate the range of behaviours associated with the competences being assessed. You should therefore come to the interview prepared to discuss in detail a range of examples which best illustrate your skills and abilities in each competence area. You may draw examples from any area of your work / life experiences.

The competencies are outlined below.

Seeing the Big Picture

Seeing the big picture is about having an in-depth understanding and knowledge of how your role fits with, and supports, organisational objectives and the wider public needs. For all staff, it is about focusing your contribution on the activities which will meet SEUPB goals and deliver the greatest value. At senior levels, it is about understanding the political context and taking account of wider impacts, including the broader legislative agenda, to develop long term implementation strategies that maximise opportunities to add value to the citizen, support economic, sustainable growth and help to deliver the SEUPB'S priorities.

Changing and Improving

People who are effective in this area are responsive, innovative and seek out opportunities to create effective change. For all staff, it is about being open to change, suggesting ideas for improvements to the way things are done, and working in 'smarter', more focused ways. At senior levels, this is about creating and contributing to a culture of innovation and allowing people to consider and take managed risks. Doing this well means continuously seeking out ways to improve policy development and implementation and building a more flexible and responsive SEUPB. It also means making use of alternative delivery models including digital and shared service approaches where possible.

Making Effective Decisions

Effectiveness in this area is about being objective, using sound judgement, evidence and knowledge to provide accurate, expert and professional advice. For all staff, it means showing clarity of thought, setting priorities, analysing and using evidence to evaluate options before arriving at well-reasoned, justifiable decisions. At senior levels, leaders will be creating evidence-based strategies, evaluating options, impacts, risks and solutions. They will aim to maximise return while minimising risk and to balance political, legislative, social, financial, economic and environmental considerations to provide sustainable outcomes.

Leading and Communicating

At all levels, effectiveness in this area is about leading from the front and communicating with clarity, conviction and enthusiasm. It is about supporting principles of fairness of opportunity for all and a dedication to a diverse range of citizens. At senior levels, it is about establishing a strong direction and a persuasive future vision, managing and engaging with people with honesty and integrity, and upholding the reputation of the SEUPB.

Collaborating and Partnering

People skilled in this area create and maintain positive, professional and trusting working relationships with a wide range of people within and outside SEUPB, to help to achieve business objectives and goals. At all levels, it requires working collaboratively, sharing information and building supportive, responsive relationships with colleagues and stakeholders, whilst having the confidence to challenge

assumptions. At senior levels, it is about delivering business objectives through creating an inclusive environment, encouraging collaboration which may cut across departmental, organisational and wider boundaries. It requires the ability to build constructive partnerships and effective relationships with Ministers and their Special Advisers.

Building Capability for All

Effectiveness in this area is having a strong focus on continuous learning for oneself, others and the organisation. For all staff, it is about being open to learning and keeping their knowledge and skill set current and evolving. At senior levels, it is about ensuring a diverse blend of capability and skills is identified and developed to meet current and future business needs. It is also about creating a learning and knowledge culture across all levels in the organisation to inform future plans and transformational change.

Delivering Value for Money

Delivering value for money involves the efficient, effective and economic use of taxpayers' money in the delivery of public services. For all staff, it means seeking out and implementing solutions which achieve a good mix of quality and effectiveness for the least outlay, thus reducing the risk of fraud and error. People who do this well base their decisions on evidenced information and follow agreed processes and policies, challenging these appropriately where they appear to prevent good value for money. At senior levels, effective people embed a culture of value for money within their area/function. They work collaboratively across boundaries to ensure that SEUPB maximises its strategic outcomes within the resources available.

Managing a Quality Service

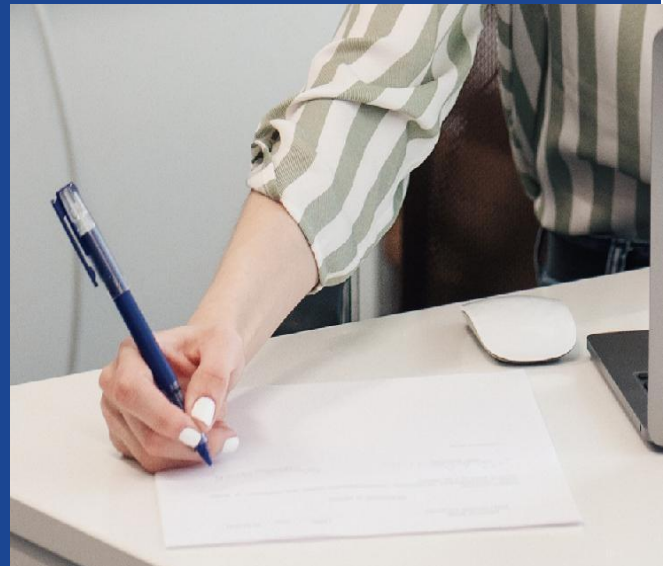
Effectiveness in this area is about being organised to deliver service objectives and striving to improve the quality of service, taking account of diverse customer needs and requirements. People who are effective plan, organise and manage their time and activities to deliver a high quality and efficient service, applying programme and project management approaches appropriately and effectively to support service delivery. At senior levels, it is about creating an environment to deliver operational excellence and creating the most appropriate and cost-effective delivery models for public services.

Delivering at Pace

Effectiveness in this area means focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes. For all staff, it is about working to agreed goals and activities and dealing with challenges in a responsive and constructive way. At senior levels, it is about building a performance culture to deliver outcomes with a firm focus on prioritisation and addressing performance issues resolutely, fairly and promptly. It is also about leaders providing the focus and energy to drive activities forward through others and encouraging staff to perform effectively during challenging and changing times.

Achieving Outcomes through Delivery Partners

Being effective in this area is about maintaining an economic, long-term focus in all activities. For all, it is about having a commercial, financial and sustainable mindset to ensure all activities and services are delivering added value and working to stimulate economic growth. At senior levels, it is about identifying economic, market and customer issues and using these to promote innovative business models, delivery partnerships and agreements to deliver greatest value; and ensuring tight controls of finances, resources and contracts to meet strategic priorities.



WHAT WE OFFER

Blended (Hybrid) Working

SEUPB offers a blended working arrangement based on three days in the office and two days' homeworking per week. This facility will be applicable to this role after two months, following full completion of onboarding, training, and familiarisation.

Financial

To attract, motivate and retain talented people we believe an attractive, flexible and rewarding pay structure is essential. (We therefore offer our employees competitive salaries).

Pension

The SEUPB operates a defined benefit occupational pension scheme (the North South Pension Scheme) worked out on a Career Average basis.

We have outlined some of the key features of the Scheme below.

Generous pension payable for life after you retire which increases in line with inflation*

The pension amount is based on your average salary during your career and the number of years you spend in employment.

The best way to think about the value of the pension is to estimate how much you might have to save to get an equivalent pension privately via another pension scheme. For illustration purposes, as a

% of your pay, the cost of an equivalent pension might be up to 40% of pay per year. This annual cost increases with age (i.e. the older you are the greater the % of pay it costs to pay for your pension). So, you'd have to put a significant proportion of your earned income aside to secure such a pension.

As it turns out, typically you are required to make a contribution of between 4.6% and 7.35% of pay per year, with the balance effectively funded by the Northern Ireland Executive and the Irish government. There are other benefits payable too to provide protection to you and any beneficiaries in the event of illness or death.

*Inflation is measured by an index known as the Consumer Price Index (CPI) which measures changes in the price level of a weighted average market basket of consumer goods and services purchased by households.

Holidays NI

We offer our staff an annual leave of 25 days rising to 30 days after 5 years' service. In addition to this we also offer 12 statutory holiday days on a pro rata basis.

Employment Policies

The SEUPB recognises the importance of a balance of work life and offers a range of family-friendly policies and practices for its employees.

Learning and Development

All employees will have access to the SEUPB Employee Support & Development Programme. SEUPB has a dedicated Learning and Development Strategy in which we provide our employees with the training they need to be as efficient and productive while also offering development opportunities to further develop their career in the SEUPB.

Employee Assistance Programme

All our employees have access to a fully independent 24-hour helpline to assist with any of life's issues or problems, along with access to an accredited counselling service. (All of which is free at the point of use and completely confidential).

Location

The SEUPB Headquarters is located in Belfast with two Regional Offices in Monaghan and Omagh.

Networking Opportunities

Networking is more than just meeting people – it's about forming connections that can support both personal and career growth. You will build relationships with like-minded peers, attend exclusive events (team dependent), and open doors to future opportunities. Building your network is an investment in your future. These relationships can support you throughout your studies. At SEUPB, take advantage of the opportunity to connect, learn and grow with others who share a passion for success.

Professional and Personal Growth

When participating in a Graduate Scheme/Placement, you will build the skills, confidence, and perspective to succeed in your future career. Supported by your mentors, you will demonstrate independence and face accountability, you will learn to manage your own tasks, deadlines, and goals. You will increase your confidence by taking on responsibilities and challenges pushing you out of your comfort zone. It will give you motivation and direction, leaving you feeling inspired and energised about your future after seeing the possibilities of your career firsthand.

THE SELECTION PROCESS

Eligibility Sift

Shortlisting of candidates on the basis of the information contained in their application.

COMPETENCY APPLICATION FORM GUIDANCE

Personal Details

Enter your title, name, preferred name to be addressed by and address on the front page of the application form.

We may contact you by email or by telephone, therefore include an up-to-date telephone number and email address that we can contact you on. We issue notifications by email, so check your email regularly if you have applied for a job with us.

Education and Qualifications

Use this section to show us that you have the necessary qualifications and any professional membership to do the job. Ensure you read the Person Specification when completing this section.

List all the academic institutions you have attended in this section. Include the name of the institution, the courses you took and any qualifications you received.

If you are applying for a job on the basis of a qualification which is not specifically detailed in the person specification, but which you consider to be a relevant equivalent qualification, you must highlight the areas or modules which you think are relevant. This will enable the panel to decide if it is an equivalent qualification. If you don't provide details on the equivalency of your qualification, the panel may not consider your application any further.

Employment History

Complete the current employment box if you are currently working. This does not only apply to paid work, so include any voluntary work or work experience placements that you have done or are doing at the moment.

Include the companies that are most relevant to the position you are currently applying for. If you have gaps in your employment, explain them. Show how you increased your skills, perhaps through volunteering, and any courses you've completed. We require the exact dates of your employment history as these are used for short-listing purposes.

Application Questions

This is the most important section of the application form.

This section of the application form is very important. It is your opportunity to tell us about yourself, what you can do, and the skills and experience that make you a strong candidate for this placement. You should also explain why you would like to complete your placement with the SEUPB.

When answering the questions, make sure you clearly demonstrate how you meet the essential criteria outlined in the person specification. Please confirm that you will have completed the second year of your course by the end of the 2025/26 academic year and that you are eligible to undertake a placement year. Include details of the school or university you attend, your course, and any relevant work or projects associated with it.

The selection panel will only consider the information provided in the relevant sections of the application form. If you include important details in the wrong section, they may not be taken into account. We will not make assumptions about your abilities, so do not leave out any relevant skills, knowledge, or experience, even voluntary or unpaid work is important.

You are asked to provide personal and specific examples to demonstrate your experience. This means describing situations you have personally been involved in, explaining what you did, how you approached the situation, and what the outcome was. Use examples that show the breadth of your experience. Please ensure that your answers do not include any personal or identifying information.

The decision to invite you to the next stage of the selection process will be based solely on the information you provide in your application form and how well it matches the criteria in the person specification.



Good Example Answers

To demonstrate your personal involvement, you should use 'I', not 'we', when completing your application form. Using 'I' portrays your personal involvement more and lets the panel know exactly what your personal involvement was and what you were personally responsible for doing. 'We' gives the impression that you did not personally undertake the duties or that you were somehow involved but didn't really have ownership or responsibility for the experience – it does not tell the panel about your personal experience, only that of a team or the organisation. It is evidence of your individual personal experience that the panel is looking for.

You want to customise your responses on each job application form you fill out. It is tempting to copy and paste responses in multiple job applications, but this will not create a strong application. Use relevant terminology and phrases that are unique to the industry and will catch the eye of the reader. Tailor your work experience, references, and answers to each job.

Check the word count. Writing too little suggests you have underestimated the importance of the cover letter and have not included enough relevant detail. You should provide specific detail of your experience, that is, how you went about gaining the experience, what you did, what this involved and provide examples which demonstrate the breadth of your experience.

Double check the spelling and grammar and formatting before submitting your application.

Use the STAR method.

The STAR method is a way to keep your answers concise, clear, and full of relevant details. STAR stands for Situation, Task, Action, Result. It is useful for job

applications when answering role-based questions about previous experiences. Using the STAR method can help you explain what you learned from previous situations and how you will apply the skills you gained to a new position. It's important to thoroughly proofread your application to find any grammatical errors, misspelt words, or confusing language. Use key phrases that will catch the reader's eye and show that you understand the job specifications.

It is helpful to have someone else read your application and letter, as another perspective can find mistakes you might miss.

Shortlisting

The first stage in the selection process will be to conduct a sift of completed application forms against the essential qualification criteria. Applicants who have not fully demonstrated on their application form how they meet this criterion will not be progressed to the next stage of the process. The onus will be on applicants who are completing application forms to demonstrate how they meet each competency.

Applications will also be considered from applicants with relevant formal qualifications considered by the selection panel to be of an equivalent or higher standard to those stated above. If putting forward an equivalent qualification, please provide the type of qualification and date awarded. The date awarded is the date on which you were notified of your result by the official awarding body. If you believe your qualification is equivalent to the one required, the onus is on you to provide the panel with details of modules studied etc. so that a well-informed decision can be made. Should the SEUPB receive a high level of applications, the desirable criteria may be applied to shortlist candidates for interview.

At the Interview

Those candidates called for interview will be questioned on the areas covered in the application form, personnel specification, and job description.

Candidates will be asked questions to enable them to illustrate their competence in each of the areas. They may enlarge upon the information provided on the application form or use different information to illustrate the answer. Candidates will be assessed against the essential criteria and key competencies identified as being a requirement for the role.

ADDITIONAL INFORMATION

Applicants should note that starting salary would normally be at the minimum of the pay scale.

Applicants who intend to return their applications by post should ensure that they post documents in sufficient time to reach us by the closing date.

Late applications will not be accepted under any circumstances. We will accept application forms by either post or electronically by the closing date and time. It is your responsibility to ensure applications reach us by the notified deadline.

EQUALITY STATEMENT

SEUPB is committed to equality of opportunity and welcomes applications from suitably qualified candidates irrespective of religious belief, gender, disability, race, political opinion, age, marital status, sexual orientation, or whether or not they have dependants.

The Body would particularly welcome applications from the Protestant community who are currently under-represented in the workforce.