



PEACEPLUS

Northern Ireland - Ireland

Co-funded by the



European Union



UK Government



Candidate Booklet

Communications Manager

3 Year Fixed Term Contract



Special EU Programmes Body
Comhlacht na gClár Speisialta AE
Special EU Schemes Board



Contents

FOREWORD.....	3
INTRODUCTION.....	4
SUMMARY OF JOB	5
PERSON SPECIFICATION	8
THE SELECTION PROCESS	12
WHAT WE OFFER.....	16
EQUALITY STATEMENT.....	18



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.

This is an exciting time in the organisation's history as we celebrate twenty-five years of advancing peace, prosperity, and growth. Our new funding programme, PEACEPLUS, will build upon this work, investing €1.14 billion in a range of sectors including health and social care, the environment, rural regeneration, smart towns and villages and youth services while continuing the fundamental work of embedding peace and reconciliation.

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

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.

Over the last 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.

SEUPB Mission Statement:

“To improve people’s lives through partnership and cross border cooperation.”

SEUPB Vision Statement:

“We will contribute to the development of a peaceful and prosperous society; striving to continually improve, drive simplicity and inspire our staff to be the best that they can be.”

Our Guiding Principles:

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

- We will deliver our mission, striving for excellence at all times. We subscribe to the principle of accountability and are prepared to be held accountable for all that we do.
- We will act at all times with the interests of our stakeholders, beneficiaries and the public to the fore and demonstrate the highest levels of integrity in ensuring the mission of the SEUPB is delivered.
- We will demonstrate equality and respect in all that we do and with everyone that we meet and work with.



SUMMARY OF JOB:

The successful applicant will be required to;

- To implement a multi-channel communications strategy for the SEUPB and the EU funding programmes it is responsible for.
- To take the lead and advise the Chief Executive and Senior Management Team on all matters relating to reputation management and crisis communications.
- To promote the outputs, results and impact of the EU funding programmes managed by the SEUPB to a diverse range of stakeholders, on a cross-border basis.
- To lead the SEUPB's Communications Team in the successful delivery of all digital marketing, advertising, event management, media and PR communication activities.
- To provide advice and guidance to funded projects in order to ensure that they meet all relevant EU communication regulations.
- To provide an effective and efficient service to respond to ministerial, departmental and political representative queries from the NI Executive and the Irish Government.
- To deliver an internal communications strategy for the SEUPB.
- To manage the SEUPB's communications budget and ensure that all expenditure is within agreed limits.
- To procure and effectively manage all communication consultant and supplier contracts.

ROLE DESCRIPTION:

KEY ASPECTS OF THE POSITION:

- Corporate & Programme Communications.
- Reputation Management & Crisis Communications.
- Digital Communications.
- Media & PR.
- Event Management.
- Internal Communications.



KEY RESPONSIBILITIES:

Corporate & Programme Communications

- Oversee the implementation of an overarching communications strategy for the SEUPB and the EU funding programmes it is responsible for.
- Deliver an annual Programme communication plan and report on its progress at all Programme Monitoring Committees.
- Develop the brand identity and all associated marketing collateral for the PEACEPLUS Programme.
- Maintain the corporate brand identity of the SEUPB.
- Ensure that the SEUPB and all funded projects meet the relevant EU communication regulations.
- Create and publish the SEUPB's Annual Report.
- Maintain effective working relationships with the SEUPB's key stakeholders including Sponsor Departments and Accountable Departments in Northern Ireland and Ireland.
- Provide effective communication support and guidance to all relevant teams within the SEUPB.
- Undertake annual perception and awareness surveys of the SEUPB and the EU funding programmes it is responsible for.
- Ensure that the Communications Team adheres to all relevant GDPR legislation.
- Effectively manage the SEUPB's Communications budget and ensure value for money on all expenditure.

Reputation Management & Crisis Communications

- Provide advice and guidance to the SEUPB's Chief Executive, Senior Management Team and funded projects on issues which could cause reputational harm, and which could also enhance reputation and awareness of the impact of the funding
- Regularly update and oversee the delivery of the SEUPB's crisis management plan.
- Oversee the implementation of the Communication Team's Business Area Recovery Plan.
- Identify opportunities for thought leadership pieces

Digital Communications

- Create and deliver a digital communications strategy for the SEUPB including the development of its existing social media channels.
- Oversee the management of all content for the SEUPB's website, ensuring that it is kept up-to-date and relevant to the business needs of the Body.
- Develop and implement a marketing strategy for the PEACE Programmes Learning Platform.
- Regularly update and maintain the SEUPB's presence on the Ireland based funding portal www.eufunds.ie



Media & PR

- Actively seek to place positive editorial pieces in all relevant media outlets to enhance and heighten the SEUPB's profile and the EU funding programmes it is responsible for.
- Oversee the management and clearance of responses to journalists' enquiries, liaising with Sponsor Departments, as appropriate.
- Manage all external media contacts.
- Co-ordinate media briefings.
- Write, prepare and clear all written material for release i.e. briefings, speeches, news releases and articles.
- Prepare and issue corporate and programme-related funding announcements.
- Co-ordinate all print, online and radio advertising campaigns, including advertorial placements.

Event Management

- Deliver (in association with external suppliers as required) all SEUPB events including conferences, exhibitions, workshops, roadshows, public consultations and training seminars, (in-person, online or in a hybrid format etc.).
- Ensure that the Chief Executive and Directors are adequately briefed ahead of attendance at all external events.
- Co-ordinate the SEUPB's presence at all relevant third-party events.
- Ensure compliance with the SEUPB's events policy.

Internal Communications

- Develop an Internal Communications Strategy for the SEUPB.
- Oversee production of monthly staff newsletter.
- Deliver a range of quality communication products to effectively promote and reinforce internal working relationships.

Other Duties & Responsibilities

- Attend INFORM training seminars and events, which may involve travel outside of Northern Ireland.
- Attend all EU funds communications group meetings.

STAFFING RESPONSIBILITIES:

The post holder will have line management and developmental responsibility for a team consisting of Communications Officers, Digital Communications Officers and support staff.

The above is given as a broad range of duties and is not intended to be a complete description of all tasks.



PERSON SPECIFICATION

JOB TITLE: Communications Manager

DURATION: Fixed term appointment for 3 years.

HOURS: Minimum 37 hours per week (excluding breaks)

SALARY SCALE: £52,578- £56,237 (under review)

QUALIFICATIONS and EXPERIENCE:

- A degree level qualification in Communications, Marketing, Public Relations, Journalism or Media Studies (or equivalent Level 6 qualification) and a minimum of 5 years' experience gained in a similar role,

OR

- A minimum of 7 years' experience gained in a similar role.

Experience

- Can demonstrate experience in liaising with a wide range of key stakeholders and influencers e.g. Government officials, political representatives, relevant private/public bodies, journalists.
- Experience of working with the media and developing and maintaining good media contacts.
- Experience in the development of a corporate communications strategy and the development of corporate branding for an organisation.
- Experience in overseeing the management of marketing and PR related activities and events including associated budgets.
- Experience of handling and managing the media on a regular basis, experience in writing articles/briefs for public consumption, experience in advising senior management on media related issues.

REPORTS TO: Corporate Services Director

LOCATION:

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



REQUIREMENTS

The postholder will 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 in order to properly perform the duties and responsibilities of the post.

DESIRABLE CRITERIA and QUALIFICATIONS

These will be used for shortlisting purposes in the event of a large number of applicants.

QUALIFICATIONS

A postgraduate master's qualification in Communications, Marketing, Public Relations, or Media Studies

EXPERIENCE

- Extensive knowledge of the media in Northern Ireland/Ireland (national and regional – print, broadcast and online)
- Knowledge of the issues around the provision and use of EU structural funds.

REQUIRED COMPETENCIES

- Leadership and Strategic Direction
- Management and Delivery of Results
- Judgement and Decision Making
- Financial Management, Accountability and Governance
- Relationship Management and Communication

Leadership and Strategic Direction

- Leads the team, setting high standards, tackling any performance problems, and facilitating high performance.
- Contributes to the shaping of organisational/Government strategy and policy.
- Develops capability and capacity across the team through effective delegation.
- Develops a culture of learning and development, offering coaching and constructive/supportive feedback.



- Leads on preparing for and implementing significant change and reform.
- Anticipates and responds quickly to developments in the sector/broader environment.
- Actively collaborates with other Divisions, Government Departments, and other key partners' Agencies.

Management and Delivery of Results

- Initiates and takes personal responsibility for delivering results/services in own area.
- Balances strategy and operational detail to meet business needs.
- Manages multiple agendas and tasks and reallocates resources to manage changes in focus.
- Makes optimum use of resources and implements performance measures to deliver on objectives.
- Critically reviews projects and activities to ensure their effectiveness and that they meet SEUPB requirements.
- Instils the importance of efficiencies, value for money and meeting corporate governance requirements.
- Ensures team are focused and act on Business Plan priorities, even when faced with pressure.

Judgement and Decision Making

- Identifies and focuses on core issues when dealing with complex information/situations.
- Sees the relationships between issues and quickly grasps the high level and socio-political implications.
- Identifies coherent solutions to complex issues.
- Takes action, making decisions in a timely manner and having the courage to see them through.
- Makes sound and well-informed decisions, understanding their impact and implications.
- Strives to effectively balance the organisational issues, political elements, and the citizen impact in making decisions.



Financial Management, Accountability and Governance

- Engages in effective budgetary forecasting and management, monitoring spends and internal control.
- Experience of developing strategic plans in relation to capital and programme spend and major infrastructure.
- Demonstrates experience of managing risk, specifically in respect of developing and maintaining commercial strategies.
- Demonstrates an understanding of the public sector governance framework.

Relationship Management and Communication

- Demonstrates the ability to operate sensitively within a political environment and to develop relationships with external/internal stakeholders that command respect, trust, and confidence.
- Cultivating and maintaining productive working relationships with a wide range of voluntary and community groups, government organisations and private sector stakeholders.
- Creates and promotes a culture that demands active, two-way engagement with all internal and external stakeholders.
- Excellent communication and networking skills, with the ability to give articulate, comprehensive, and persuasive presentations to a wide variety of audiences, including the media.
- Highly effective communication skills, with track record of presenting reports and papers at Board/ Committee level (or equivalent).
- Influences others, internally and externally, including stakeholder opinion at the highest levels.
- Demonstrates ability to make effective contacts and develop key relationships.



THE SELECTION PROCESS

Eligibility Sift

Please note shortlisting of candidates will be based on 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 memberships to do the job. Ensure you read the Person Specification when completing this section.

List all the academic institutions you've 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.

Some jobs will require you to have professional qualifications, or to be a member of a professional body. This will be detailed in the employee specification.



If you are currently studying for or waiting for exam results, we cannot consider these unless otherwise stated in the person specification.

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.

Criteria Questions

This is the most important section of the application form, and it is an opportunity for you to tell us about yourself, what you can do and the skills and experience you have which make you a good candidate for the job.

You need to show us that you meet the eligibility and essential criteria for the job. You should refer to the person specification, as this will detail what essential criteria you will need evidence of on your application form. Different jobs require different skills, knowledge, competencies and qualifications.

The selection panel will not read across the various sections of the application form. If you submit this information in another box or in a different section of the application form, it may not be considered by the selection panel.

If you do not tell us, we will not know!

We will not make any assumptions about you or your abilities, even if you already work with us. Do not leave out any relevant skills, knowledge or experience you have gained, for example voluntary or unpaid work – it is still relevant.

You are asked to give 'personal and specific examples' which demonstrate your experience, so include examples of situations that you have experienced that demonstrate what is being asked for. What we mean by personal and specific examples is evidence of your personal



involvement in this experience, how you dealt with it and relevant examples to show the breadth of your experience.

The interview panel can only make a decision to invite you to the next stage of the selection process based on the information you provide in your application form, and how this matches the criteria in the person specification. If there is a required length of experience, make sure you include the start and end dates of your experience, so the panel know you meet the timeframe.

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. Read the job description and be sure to answer each question thoroughly. 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. Always check the word count for each question and make sure your answer is as close to the word count as possible. Writing too little suggests that you may have underestimated the importance of the question or do not have the level of experience required for the role. Not being able to complete the question within the word count may suggest that you are not expressing your point clearly, or that you need to focus on a specific area. You should also 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. 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, 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.

Application forms are formatted so that applicants are required to demonstrate how they meet each essential competency. 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.



WHAT WE OFFER

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) in line with public sector negotiated pay scales.

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 would 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 entitlement of 25 days rising to 30 days after 5 years' service. In addition to this we also offer 12 statutory holiday days.



Employment Policies

The SEUPB recognises the importance of work life balance 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. The 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.

Cycle to Work Scheme

You are encouraged to take advantage of our 'Cycle to Work' scheme, which gives you access to a bike and equipment valued to £1,000 through a VAT-free scheme, for use commuting to and from work.

Family Leave

Maternity Leave – Up to 52 weeks of which 18 weeks is on full pay. We also offer Paternity Leave, Parental Leave/Shared Parental Leave and Adoption Leave.

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.



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.