



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

Interreg 
Northern Ireland - Ireland - Scotland
European Regional Development Fund

Peace 
Northern Ireland - Ireland
European Regional Development Fund

SPECIAL EU PROGRAMMES BODY CANDIDATE BOOKLET

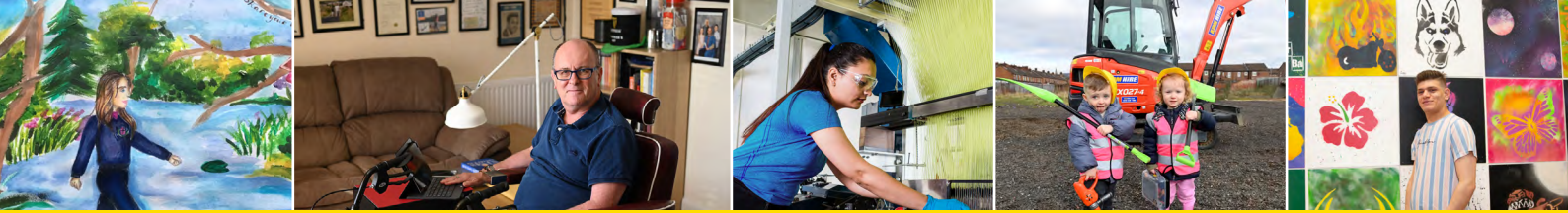
COMMUNICATIONS MANAGER



Northern Ireland
Executive
www.northernireland.gov.uk



Rialtas na hÉireann
Government of Ireland



FOREWORD

Thank you for your interest in the role of Communications Manager for the Special EU Programmes Body (The SEUPB).

Our approach is simple: we seek the best people, hire them, and provide them with the tools and support they need to realise their full potential. This is an extremely important and challenging post, requiring experience, enthusiasm, and energy to contribute to improving the lives of our citizens.

The successful candidate will primarily be responsible for the implementation of the communications strategy for the forthcoming PEACEPLUS Programme, an exciting and significant funding programme due to begin implementation in 2023. They will also oversee the conclusion of communications activity for the PEACE IV and INTERREG VA Programmes. These funding programmes make a positive impact on the lives of people across Northern Ireland and the border counties of Ireland, helping to build peace and prosperity. Their story needs told.

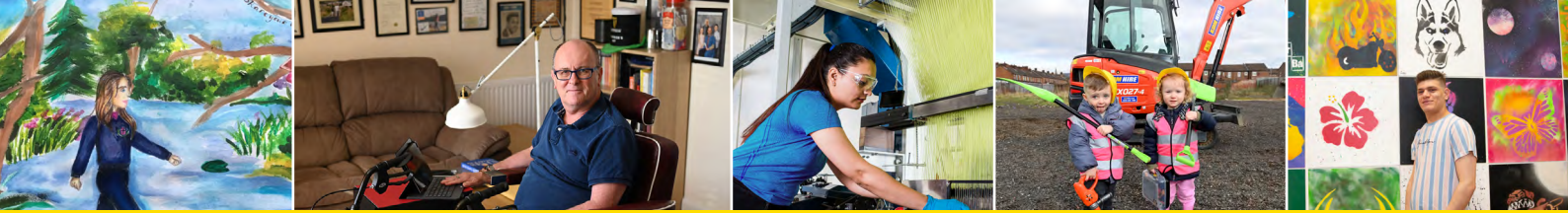
The post holder will advise the Chief Executive and Senior Management Team on all matters relating to the SEUPB communications activities. They will also be required to work in close partnership with stakeholders and engage in negotiation and consultation with departmental officials from Government Departments in Northern Ireland and Ireland as well as the European Commission.

This is an exciting opportunity for a highly skilled and experienced communications professional to join the SEUPB at a pivotal moment in its history and convey the impact the funding has on the lives of the citizens in the region.

Gina McIntyre

Chief Executive

Special EU Programmes Body



INTRODUCTION

The SEUPB is responsible for the PEACE IV and INTERREG VA Programmes and the upcoming PEACEPLUS Programme for the 2021-2027 period. Our role is to help facilitate the positive impact that European Regional Development Funding will have on the lives of people living across Northern Ireland and the border counties of Ireland.

We are one of the six cross-border Bodies created under the “Agreement between the Government of Ireland and the Government of the United Kingdom of Great Britain and Northern Ireland establishing implementing bodies” signed on 8 March 1999 (the British-Irish Agreement of 8 March 1999).

The Agreement was given domestic effect, North and South, by means of the North/South Co-operation (Implementation Bodies) (Northern Ireland) Order 1999 and the British-Irish Agreement Act 1999 respectively.

We are responsible to two Sponsor Departments, the Department of Finance (DoF) in Northern Ireland and the Department of Public Expenditure and Reform (DPER) in Ireland along with the European Commission and the North South Ministerial Council.

THE SEUPB MISSION STATEMENT:

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

THE 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.*



THE PLAN FOR 2023-2025

2023 will see the SEUPB closing the PEACE IV and INTERREG VA programmes and opening the PEACEPLUS programme.

The PEACE IV Programme, with a value of approximately €270 million, has provided support to projects which focus on four key objectives. They are Shared Education; Children and Young People; Shared Spaces and Services; and Building Positive Relations.

With a value of €283 million, the INTERREG VA Programme focuses on research and innovation to support economic development and projects under the themes of Environmental Protection, Sustainable Transport and Health Services.

The new PEACEPLUS Programme, with continued commitment and funding from the UK and Irish Governments and the EU, will be valued at in excess of €1 billion.

The objective of the PEACEPLUS Programme will be to build Peace and Prosperity and leave a lasting and tangible legacy across Northern Ireland and the border counties of Ireland.

The Programme will help to address many long-standing social and economic challenges which have, and continue to impact on communities, particularly those in rural border areas, as well as ongoing challenges that exist in urban settings.

PEACEPLUS has been divided into six funded themes:

- 1 Building Peaceful and Thriving Communities
- 2 Delivering Socio-Economic Regeneration and Transformation
- 3 Empowering and Investing in our Young People
- 4 Healthy and Inclusive Communities
- 5 Supporting a Sustainable and Better-Connected Future
- 6 Building and Embedding Partnership and Collaboration.

Each theme aims to address longstanding social, environmental, and economic challenges which continue to impact our community. Within each theme there are several investment areas – these will have a more specific focus and target organisations such as local authorities or community groups.

It is vital we continue to provide opportunities for our community to interact and get to know each other by playing together and talking to each other. They must also have the very real prospect of living in a sustainable, healthy environment - in peace and without the threat of violence.

We have adjusted and adapted to a new way of working during the Covid-19 crisis and we will continue to assist projects so they can continue delivering the very important work they do. While the impact of this crisis is being truly felt by all of us, we are committed to doing what we can to assist and we understand there will be difficult times ahead, both socially and economically.

As an organisation the SEUPB is constantly striving to improve service delivery in support of our customers.



SUMMARY OF JOB:

The Communications Manager will be an integral member of the SEUPB Management Team, reporting to the Director of Corporate Services. The successful candidate will primarily be responsible for the implementation of the communications strategy for the forthcoming PEACEPLUS Programme, an exciting and significant funding programme due to begin implementation in 2023. They will also oversee the conclusion of communications activity for the PEACE IV and INTERREG VA Programmes.

KEY ASPECTS OF THE POSITION:

- To implement a multi-channel communications strategy for the SEUPB and the EU funding programmes it is responsible for, including the new PEACEPLUS Programme.
- 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 results and outputs 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 manage the SEUPB's communications budget and ensure that all expenditure is within agreed limits.
- To provide advice and guidance to funded projects in order to ensure that they meet all relevant EU communication regulations.
- To deliver an internal communications strategy for the SEUPB.
- To procure and effectively manage all communications related consultants and supplier contracts.
- To provide an effective and efficient service to respond to ministerial, departmental, and political representative queries from the Northern Ireland Executive and the Irish Government.

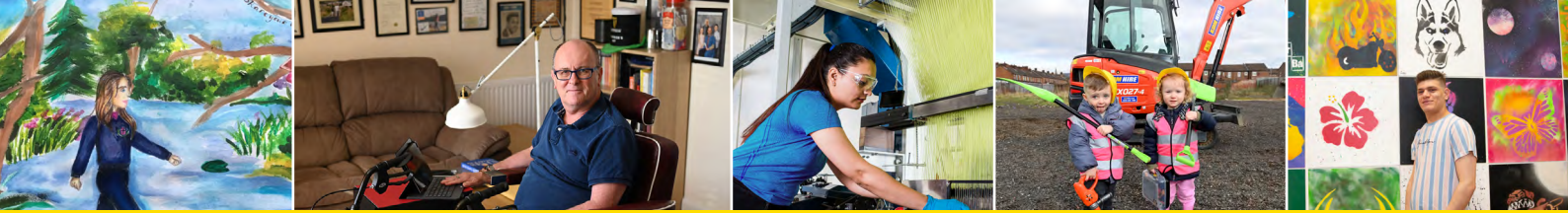
STAFFING RESPONSIBILITIES:

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

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, i.e. PEACE IV, INTERREG VA and PEACEPLUS.
- Deliver an annual communications plan and report on its progress at all Programme Monitoring Committees.
- Maintain the corporate brand identity of the SEUPB.
- Oversee production of quarterly corporate magazine 'Your EU'.
- Develop the brand identity and all associated marketing collateral for the PEACEPLUS Programme.
- Ensure that the SEUPB and all funded projects meet the relevant EU communication regulations.



- Create and publish the SEUPB's Annual Report.
- Effectively manage the SEUPB's communications budget and ensure value for money on all expenditure.
- Prepare business cases and terms of reference for service and consultancy contracts ensuring that all relevant procurement guidelines are followed.
- 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, including the Joint Secretariat, the Managing Authority and the Financial Control Unit etc.
- 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.

Reputation Management & Crisis Communications

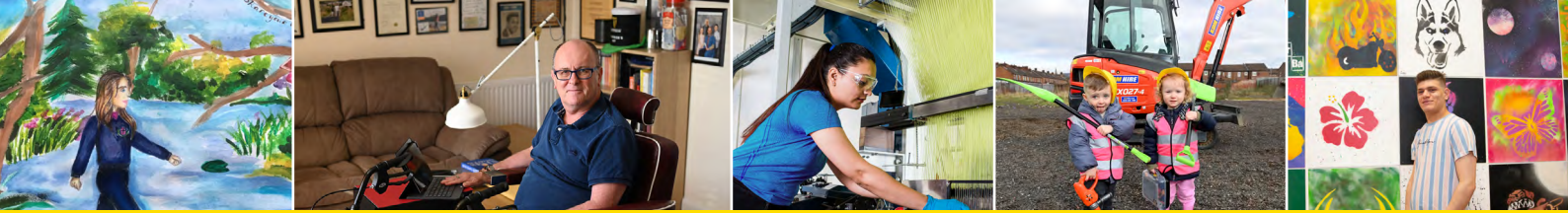
- Provide advice and guidance to the SEUPB's Chief Executive, Senior Management Team and funded projects on issues which could cause reputational harm.
- Regularly update and oversee the delivery of the SEUPB's crisis management plan.
- Oversee the implementation of the Communication Team's Business Area Recovery Plan.

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
- Input into the Kohesio platform - a comprehensive knowledge database offering easy and transparent access to up-to-date information on projects and beneficiaries co-funded by the EU Cohesion Policy.

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

- Working with external suppliers as required to deliver all the 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.

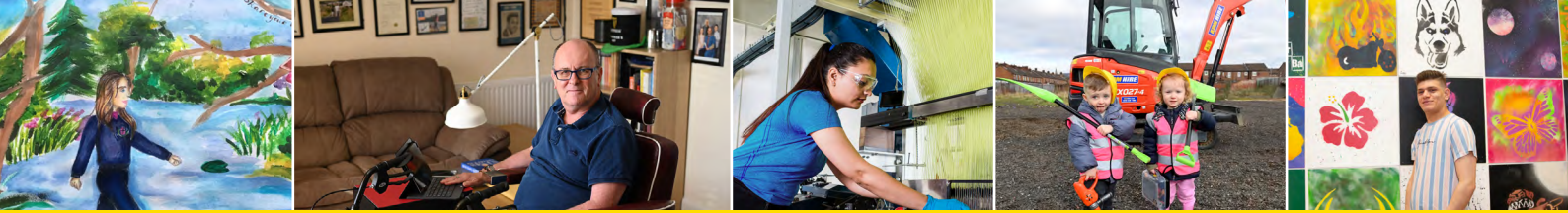
Internal Communications

- 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 training seminars and events run by INFORM EU, the European network of communications officers, which may involve travel outside of Northern Ireland.
- Attend all EU funds communications group meetings.

(The above list is not exhaustive but gives a good indication of the main duties of the post. The emphasis on particular duties will vary according to business needs).



PERSON SPECIFICATION

JOB TITLE:

Communications Manager

LOCATION:

The Clarence West Building, Belfast. The successful candidate will be based at The Clarence West Building, Belfast, but will be required to travel throughout Northern Ireland and beyond to attend meetings/conferences as necessary. The successful candidate must, therefore, have access to a form of transport which will enable them to fulfil the responsibilities of the post and be prepared to travel throughout Northern Ireland and elsewhere, as required, which may include overnight stays.

HOURS:

Minimum 37 hours per week

SALARY SCALE:

£39,748 - £42,639 per annum (under review)

REPORTS TO:

Director of Corporate Services

ESSENTIAL CRITERIA and QUALIFICATIONS:

A degree level qualification in Communications, Marketing, Public Relations, Journalism or Media Studies (or equivalent Level 6 qualification) and a minimum of 3 years' experience gained in a similar role.

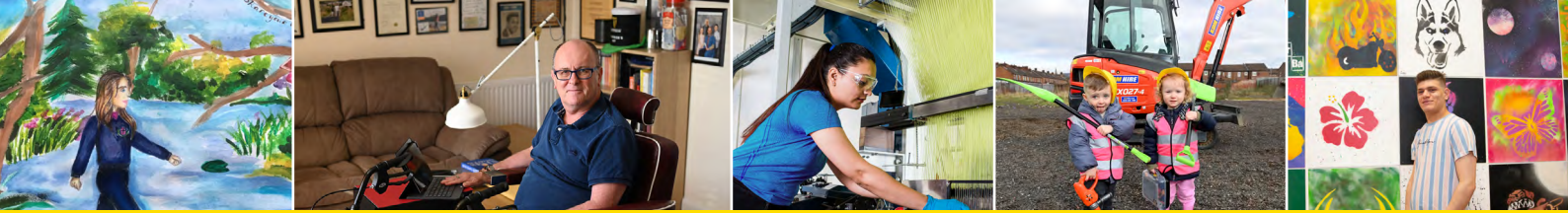
OR

A degree level qualification (or equivalent Level 6 qualification) in any subject and a specific qualification in Communications, Marketing, Public Relations, Journalism or Media Studies and a minimum of 3 years' experience gained in a similar role.

EXPERIENCE:

- A minimum of 3 years' management experience, gained in a communications function within the public, private, voluntary or community sectors.
- 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.

Access to transport as travel between sites will be required.



REQUIRED COMPETENCIES

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 example: Evidence of assisting with policy/strategy analysis, formulation and evaluation, setting objectives to ensure achievement of strategic objectives and reviewing performance against agreed strategies and plans i.e. experience in the development of strategy and the implementation of operational plans.

Changing and Improving

Effectiveness in this area is about being responsive, innovative and seeking out opportunities to create effective change. It is about being open to change, suggesting ideas for improvements to the way things are done, and working in 'smarter', more focused ways.

For example: The ability to communicate effectively, both orally and in writing, paying attention to the relevance of the content and the target audience. Evidence of the ability to persuade and influence others. Evidence of ability to draft reports.

Making Effective Decisions

Effectiveness in this area is about being objective, using sound judgement, evidence and knowledge to provide accurate, expert and professional advice. It means showing clarity of thought, setting priorities, analysing and using evidence to evaluate options before arriving at well-reasoned, justifiable decisions.

For example: The ability to manage services by meeting customers' needs through monitoring and maintaining service delivery, and initiating, planning and implementing change and improvement in services and systems.

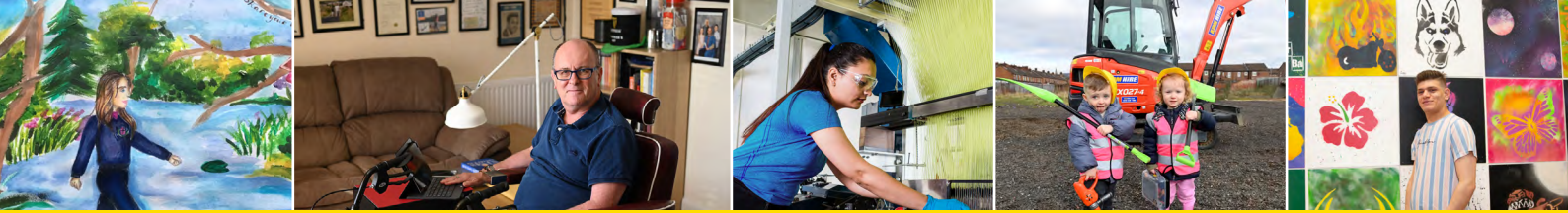
Building Capability for All

Effectiveness in this area is having a strong focus on continuous learning for oneself, others and the organisation. It is about being open to learning and keeping their knowledge and skill set current and evolving. It is about ensuring a diverse blend of capability and skills is identified and developed to meet current and future business needs.

For example: The ability to manage people through directing and guiding the performance of others and conveying a clear vision and sense of purpose. Evidence of allocating work, developing staff and ensuring effective relationships. Evidence of the effective use of teamwork.

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. It is about effective planning, organising, and managing time and activities to deliver a high quality and efficient service, applying programme and project management approaches appropriately to support service delivery.



For example: The ability to effectively manage information by seeking, organising, evaluating and analysing information to facilitate decision making and problem solving, and to influence others.

Delivering at Pace

Effectiveness in this area means focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes. It is about working to agreed goals and activities and dealing with challenges in a responsive and constructive way.

For example: The ability to work on your own initiative while also managing resources by approving, planning, monitoring, evaluating and controlling the use of resources and assisting in resource allocation in accordance with policy and business need.

DESIRABLE CRITERIA

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

EXPERIENCE

For shortlisting purposes, the experience required to undertake the role may be increased to:

An Honours degree or equivalent third level qualification plus a minimum of 5 years' experience at *senior management level.

OR

A minimum of 7 years' experience at *senior management level.

*Senior management level is defined as experience gained reporting directly to individuals at Director level or above or equivalent, e.g. reporting to a Grade 7 or above in the NICS (Principal in the Irish Civil Service) or equivalent.

WHAT WE OFFER

Blended (Hybrid) Working

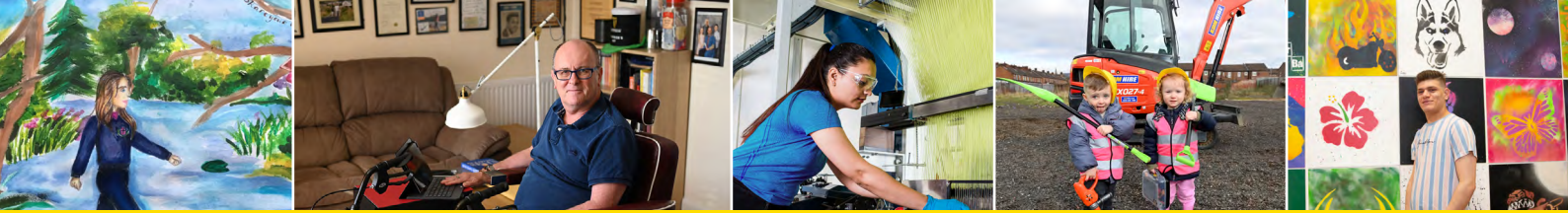
The SEUPB offers a blended working arrangement based on 3 days in the office and 2 days homeworking per week. This facility will be applicable to this role after two months following onboarding, training and familiarisation.

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 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

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.

Car Parking

We offer free Belfast City Centre Car Parking.

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 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.



Healthcare

All employees of the SEUPB and their families and friends are eligible to join a private healthcare scheme which provides a range of healthcare services on a discretionary basis at a low monthly cost.

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 has a Headquarters located in Belfast and two Regional Offices in Monaghan and Omagh.

THE SELECTION PROCESS

Eligibility sift

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

Completing the Application Form

Those candidates who are invited for interview who had submitted their application electronically will be required to formally sign their applications prior to being appointed.

All applications must be made on the form supplied by the SEUPB. (CVs will not be accepted).

Under each of the headings in the application form, candidates are asked to provide a clear and relevant example drawn from their recent work, which illustrates how they match the competence being sought. The information on the application form will be used for sifting and only those candidates who can meet all of the Essential Criteria will be considered for interview.

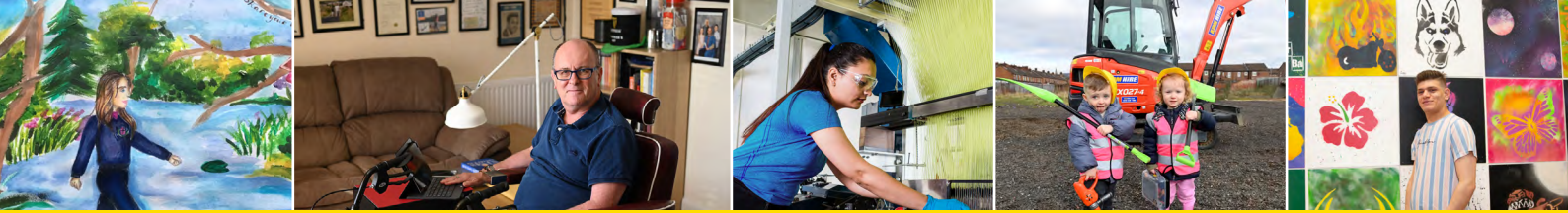
Shortlisting

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 criteria 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.

Where a specified period of experience is mentioned it may be increased by one-year increments as a method of reducing numbers.

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.



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.

Relevant instructions will be issued to candidates together with the invitation. Those invited to interview should make every effort to attend on the specified time and date. Given the difficulties in arranging interview panels, flexibility will not be possible. (Remote Interviewing may be used as an option depending on circumstances).

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 of **5pm on Monday 9th January 2023**.

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.