



PEACEPLUS

Northern Ireland - Ireland

Co-funded by the



European Union



UK Government



Candidate Booklet

Communications Officers

1 x Permanent Role

1 x 3 Year Fixed Term Contract



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.

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:

To provide an effective communications and marketing service to the Special EU programmes Body (SEUPB).

ROLE DESCRIPTION:

KEY ASPECTS OF THE POSITION:

- Assist with the delivery of the SEUPB's communications activity.
- Ensure SEUPB and funded projects adherence to EU Communication Regulations.
- Manage and respond to enquiries from media and stakeholders.
- Co-ordinate and deliver a wide range of public and corporate events.
- Liaise with funded projects on matters relating to communications.
- Assist with the delivery of the SEUPB's internal communications strategy.
- Manage relevant external supplier contracts.
- Prepare presentations, speeches, press releases etc

KEY RESPONSIBILITIES:

Media & PR Management

- Prepare, clear and issue press releases, feature articles and advertorial in print, online and broadcast media.
- Respond to and record press enquiries.
- Attend and direct photo-shoots along with the SEUPB's appointed photographer.
- Monitor media coverage daily and circulate appropriate clippings to SEUPB staff.
- Prepare media clipping reports monthly.

EU Communications Regulations Compliance

- Ensure SEUPB and funded project compliance to all relevant EU Communication Regulations.
- Co-ordinate and manage communication audits of all funded projects alongside the Clerical Assistant.
- Deal with information queries from all funded projects under the direction of the Communications Manager.
- Review project communication plans, as required.



Digital Communications

- Assist with content management of the SEUPB's social media channels i.e., Facebook, Twitter, and LinkedIn.
- Ensure that the SEUPB's website is kept up to date.

Editorial & Presentation Support

- Contribute to the production of corporate publications.
- Develop project case studies.
- Prepare briefing materials, speeches, and presentations for the SEUPB's Chief Executive and Senior Management Team, under the direction of the Communications Manager.
- Assist in the preparation of briefings and reports to all Programme Monitoring Committees.
- Ensure that the Chief Executive and Directors are adequately briefed ahead of attendance at all external events, under the direction of the Communications Manager.
- Manage/co-ordinate design assignments i.e., infographics and other corporate literature etc. with the SEUPB's appointed design agency.

Event Management

- Help deliver all SEUPB events including conferences, exhibitions, workshops, roadshows, public consultations, and training seminars (both in-person and online) etc.

Supplier Management

- Work closely with all SEUPB appointed communication service providers, such as design, AV, photography, translation, media management, market survey agency etc.

Other Duties & Responsibilities

- Attend training seminars and events, which may involve travel outside of Northern Ireland.
- Build and maintain good relationships with funded project Communications Leads and other teams across the SEUPB.
- Maintain and update the Corporate Communications Planner, on a daily basis.
- Prepare business cases and terms of reference for service and consultancy contracts ensuring that all relevant procurement guidelines are followed, under the direction of the Communications Manager.
- Assist with the Communication Teams budget management.



- Oversee and update all of the SEUPB's contacts lists (including the project Communications Leads, media and new PEACEPLUS Programme contacts database) with the Clerical Assistant.
- Assist the Communications Manager in the completion of administrative tasks.

STAFFING RESPONSIBILITIES:

Provide adhoc supervisory support to clerical grades within the Communications Department.

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 Officer

DURATION: 1 x Permanent Appointment 1 x 3-year Fixed Term Contract

HOURS: Minimum 37 hours per week (excluding breaks)

SALARY SCALE: £32,880- £34,011 (under review)

ESSENTIAL CRITERIA and QUALIFICATIONS:

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

OR

A minimum of 5 years' experience gained in a similar role.

EXPERIENCE:

- Experience of handling complex multi-channel communications campaigns.
- Experience of event management.
- Experience of website and social media management.
- Experience of preparing and issuing press releases and liaising with the press and media.
- Experience of engaging with suppliers and contractors.



REPORTS TO: Communications Manager

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

A minimum of 7 years' experience gained in a similar role as outlined in the Essential Criteria.

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.

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.



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.

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.

Leading and Communicating

Effectiveness in this area is about leading from the front and communicating with clarity, conviction, and enthusiasm. It is about engaging with honesty and integrity and upholding the reputation of the organisation.

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.

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.

Achieving Outcomes through Delivery Partners

Effectiveness in this area is about maintaining an economic, long-term focus in all activities. It is about having a commercial, financial, and sustainable mind-set to ensure all activities and services are delivering added value and working to stimulate economic growth.



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

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) 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.

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 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.