

Candidate Information Booklet

October 2024

The Position	Executive Officer Digital Content
Title of the Position	Digital Content Executive Officer
Duration	Whole-Time Permanent (35 Hours PW)
Location	Citizens Information Board, George's Quay House, 43 Townsend Street, Dublin 2. D02 VK65
Website	www.citizensinformationboard.ie

The Citizens Information Board (CIB) is the national agency responsible for ensuring the provision of independent and accurate information, advice, and advocacy through the network of Citizens Information Services, the National Advocacy Service for people with disabilities, and the Sign Language & Interpreting Services to members of the public. It is also responsible for the provision of a range of services and supports through the network of MABS companies which includes a network dedicated to the needs and supports for members of the Traveller community.

Job Description

Digital Content Executive Officer

The Digital Content team is responsible for CIB's websites, including citizensinformation.ie, and other information channels. The Executive Officer, under the supervision of a website category owner (Higher Executive Officer), will research, produce, publish and maintain digital content on the citizensinformation.ie website and other information channels to ensure that citizens and our service delivery companies can access accurate and relevant information to meet their needs.

The Digital Content Executive Officer will report to the Higher executive Officer on the Digital Content team.

Primary Responsibilities: Content Production

- Under supervision of a category owner, the Executive Officer will research specific topics or subject areas and develop information content for CIB's websites, publications and other digital resources
- Ensure that content is relevant, timely, accurate, focused on the user, fully accessible and written in Plain English
- Build and develop CIB's social media presence – write posts, analyse data and respond to queries
- Monitor a range of Government and other sources (legislation, circulars, websites, traditional and social media, etc.) to ensure that content is maintained and updated
- Follow guidelines for producing and publishing information content, including integrating and reusing content across channels
- Contribute to other content channels (social media, reports and publications) where required
- Communicate with stakeholders (third party organisations or service providers) as required
- Use user feedback and data analytics (such as Google Analytics) to inform and improve website content
- Manage the link checking and translation processes as required
- Supervise other team members where required
- Provide administrative support (including for CIB's procurement process) where required

Organisational

- Participate in special projects and joint working arrangements in consultation with the Higher Executive Officer or Digital Content Manager
- Represent and promote the organisation, for example, by attending and participating at conferences or seminars, as required
- Ensure that the highest standards of customer service are met in conducting the business of CIB

- Participate in training and development programmes or courses to maintain and improve performance
- Undertake such duties as may be agreed from time to time by the Higher Executive Officer or Digital Content Manager

Person Specification

Candidate Profile

To be considered for this post, candidates must have:

- Strong writing and research skills
- At least 1 years' experience of writing and publishing digital content (on any platform)

Additional desirable skills and experience

- Domain knowledge in one or more of the citizensinformation.ie website categories (for example, social welfare or immigration)
- Experience of creating video content
- Social media experience, including tracking and evaluating campaigns
- Understanding of search engine optimisation and web analytics (such as Google Analytics)
- An understanding of the legislative process
- An interest in social policy issues
- Proficiency in the Irish language

Required competencies

1. People management
2. Analysis and decision making
3. Delivery of results
4. Interpersonal and communication skills
5. Specialist knowledge, expertise, and self-development
6. Drive and commitment to Public Service values

This list is not exhaustive but serves to reflect the nature of the duties included in the role. Given the nature of the organisation and the need to respond to customers' and stakeholders' needs on an ongoing basis, the role is subject to change over time.

Principal Terms of Service

Contract Arrangements

This position will be offered on a Permanent basis subject to the satisfactory completion of a probation period.

Salary (Scales as per 01st October 2024)

The salary scale for this post is the standard Civil Service Equivalent: €36,554, €38,465, €39,550, €41,667, €43,564, €45,400, €47,229, €49,019, €50,832, €52,618, €54,514, **€55,784, €57,596, €59,422**

1. After 3 years' satisfactory service at the maximum
2. After 6 years' satisfactory service at the maximum

Starting Salary and Payment Agreements

Candidates should note that entry will be at the 1st point of the scale and will not be subject to negotiation and the rate of remuneration may be adjusted from time to time in line with Government pay policy. Increments may be awarded annually subject to satisfactory performance, except for long service increments, if applicable.

Different terms and conditions may apply if immediately before appointment you are a currently serving civil/public servant.

You will agree that any overpayment of salary, allowances, or expenses will be repaid by you in accordance with Circular 7/2018: Recovery of Salary, Allowances, and Expenses Overpayments made to Staff Members/Former Staff Members/Pensioners.

Outside Employment

The position will be full time, and the appointees may not engage in private practice or relate to any outside business which conflicts in any way with his/her official duties, impairs performance or compromises his/her integrity.

Location

The Citizens Information Board, George's Quay House, 43 Townsend Street, Dublin 2. D02 VK65.

Citizens Information Board formally introduced a blended working policy in January 2023 which allows employees apply for a combination of working from their assigned office premises and working remotely.

Working Week

Subject to the exigencies of the post, the normal working week is not less than 35 hours exclusive of lunch breaks, with normal starting and finishing times at 9.00am and 5:00pm Monday to Friday. Employees may on occasion be expected to work outside normal office hours.

Annual Leave

The annual leave allowance for this post will be 23 working days per annum plus Public Holidays.

The Organisation of Working Time Act 1997

The terms of the Organisation of Working Time Act, 1997 will apply, where appropriate to this appointment.

Sick Leave

Pay during properly certified sick absence, provided there is no evidence of permanent disability for service, will apply on a pro-rata basis, in accordance with the provisions of S.I. 124 of 2014 and S.I. 384 of 2015 Public Service Management (Sick Leave) Regulations of relevant sick leave circulars.

Eligibility to compete and certain restrictions on eligibility

European Economic Area Nationals

If you are an EU/EEA, U.K. or Swiss national, you may be asked to provide proof of nationality (e.g. passport) to confirm your right to work in Ireland. If you are a non-EU/EEA, non-U.K. or non-Swiss national, you will be required to provide documentation confirming you have current and valid permission to permanently work and reside in the Republic of Ireland.

Collective Agreement: Redundancy Payments to Public Servants

The Department of Public Expenditure and Reform letter dated 28 June 2012 to Personnel Officers introduced, with effect from 1 June 2012, a Collective Agreement which had been reached between the Department of Public Expenditure and Reform and the Public Services Committee of the ICTU in relation to ex-gratia Redundancy Payments to Public Servants.

It is a condition of the Collective Agreement that persons availing of the agreement will not be eligible for re-employment in the public service by any other public service body (as defined by the Financial Emergency Measures in the Public Interest Act 2009 – 2011) for a period of 2 years from termination of the employment. People who availed of this scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility)

Incentivised Scheme for Early Retirement (ISER)

It is a condition of the Incentivised Scheme for Early Retirement (ISER) as set out in the Department of Finance Circular 12/09 that retirees, under that Scheme, are debarred from applying for another position in the same employment of the same sector. Therefore, such retirees cannot apply while the above restrictions continue in force.

Department of Health and Children Circular (7/2010)

The Department of Health Circular 7/2010 dated 1 November 2010 introduced a Targeted Voluntary Early Retirement (VER) Scheme and Voluntary Redundancy Schemes (VRS). It is a condition of the VER scheme that persons availing of the scheme will not be eligible for re-employment in the public health sector or in the wider public service or in a body wholly or mainly funded from public moneys. The same prohibition on re-employment applies under the VRS, except that the prohibition is for a period of 7 years. People who availed of the VER scheme are not eligible to compete in this competition. People who availed of the VRS scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility).

Department of Environment, Community & Local Government (Circular Letter LG(P) 06/2013)

The Department of Environment, Community & Local Government Circular Letter LG(P) 06/2013 introduced a Voluntary Redundancy Scheme for Local Authorities. In accordance with the terms of the *Collective Agreement: Redundancy Payments to Public Servants* dated 28 June 2012 as detailed above, it is a specific condition of that VER Scheme that persons will not be eligible for re-employment in any Public Service body [as defined by the Financial Emergency Measures in the Public Interest Acts 2009 – 2011 and the Public Service Pensions (Single Scheme and Other Provisions) Act 2012] for a period of 2 years from their date of departure under this Scheme. These conditions also apply in the case of engagement/employment on a contract for service basis (either as a contractor or as an employee of a contractor).

Declaration

Applicants will be required to declare whether they have previously availed of a public service scheme of incentivised early retirement and/or the collective agreement outlined above. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Public Service employment and/or where they have received a payment-in-lieu in respect of service in any Public Service employment.

Superannuation and Retirement

The appointee will be offered the appropriate superannuation terms and conditions as prevailing in the Public Service at the time of being offered an appointment. In general, an appointee who has never worked in the Public Service will be offered appointment based on membership of the Single Public Service Pension Scheme ('Single Scheme'). Full details of the Scheme are at <http://www.per.gov.ie/pensions>.

Where the appointee has worked in a pensionable (non-Single Scheme terms) public service job in the 26 weeks prior to appointment or is currently on a career break or special leave with/without pay different terms may apply. The pension entitlement of such appointees will be established in the context of their public service employment history.

The key provisions attaching to membership of the Single Scheme are as follows:

- Career average earnings are used to calculate benefits (a pension and lump sum amount accrue each year and are up-rated annually by reference to CPI)

- Pensionable Age - The minimum age at which pension is payable is 66 (rising to 67 and 68 in line with State Pension age changes).
- Retirement Age - Scheme members must retire at the age of 70.
- Post retirement pension increases are linked to CPI.

Pension Abatement

This may have pension implications for any person appointed to this position who is currently in receipt of a Civil or Public Service Pension or has a Preserved Civil or Public Service Pension which will come into payment during his/her employment in this position. If the appointee was previously employed in the Civil Service or in the Public Service, please note that the Public Service Pensions (Single Scheme and Other Provisions) Act 2012 includes a provision which extends abatement of pension for all Civil and Public Servants who are re-employed where a Public Service pension is in payment or comes into payment during this employment. This provision, to apply abatement across the wider public service, came into effect on 1 November 2012. Please note: In applying for this position, you are acknowledging that you understand that the abatement provisions, where relevant, will apply. It is not envisaged that the employing Department/Office will support an application for an abatement waiver in respect of appointments to this position.

If the appointee was previously employed in the Civil Service and awarded a pension under voluntary early retirement arrangements (other than the Incentivised Scheme of Early Retirement (ISER), Department of Health Circular 7/2010 VER/VRS of the Department of Environment, Community and Local Government Circular Letter LG (P) 06/2013 which, as indicated above, renders a person ineligible for the competition, the entitlement to that pension will cease with effect from the date of reappointment. Special arrangement will however be made for the reckoning of previous service given by the appointee for the purpose of any future superannuation aware for which the appointee may be eligible.

Department of Education and Skills Early Retirement Scheme for Teachers

Circular 102/2007

The Department of Education and Skills introduced an Early Retirement Scheme for Teachers. It is a condition of the Early Retirement Scheme that with the exception of the situations set out in paragraphs 10.2 and 10.3 of the relevant circular documentation, and with those exceptions only, if a teacher accepts early retirement under Strands 1, 2 or 3 of this scheme and is subsequently employed in any capacity in any area of the public sector, payment of pension to that person under the scheme will immediately cease. Pension payments will, however, be resumed on the ceasing of such employment or on the person's 60th birthday, whichever is the later, but on resumption, the pension will be based on the person's actual reckonable service as a teacher (i.e. the added years previously granted will not be taken into account in the calculation of the pension payment).

Ill-Health Retirement

For an individual who has retired from a Civil/Public Service body on the grounds of ill-health his/her pension from that employment may be subject to review in accordance with the rules of ill-health retirement within the pension scheme of that employment.

Pension Accrual

A 40-year limit on total service that can be counted towards pension where a person has been a member of more than one existing public service pension scheme would apply. This 40-year limit, which is provided for in the Public Service Pensions (Single Scheme and other Provisions) Act 2012 came into effect on 28 July 2012. *This may have implications for any appointee who has acquired pension rights in a previous public service employment.*

Additional Superannuation Contribution

The appointment is subject to the Additional Superannuation Contribution (ASC) in accordance with the Public Service pay and Pensions Act 2017.

For further information in relation to the Single Public Service Pension Scheme please see the following website: www.singlepensionscheme.gov.ie

Other Conditions of Employment

Further information on the conditions of employment will be outlined in the contract of employment for the successful candidate.

Data Protection

In line with the Data Protection Acts 1988 to 2018 and the General Data Protection Regulation (GDPR), all personal information provided on this application form will be stored securely by the HR and Governance Department at Citizens Information Board (CIB) and will be used only for the purposes of the recruitment process. Application forms will be retained for a period of one year from the scheduled interview date, and in the case of a successful candidate, for the duration of employment and a minimum of one year thereafter.

Applicants' information is processed under the legal basis of contractual necessity. The provision of personal data is necessary for the processing of your application or the conclusion of an employment contract with CIB. This information may be submitted to and processed by Osborne Recruitment for shortlisting. The information will also be made available to the interview panel.

Following completion of the recruitment selection process, all personal information will be retained only by CIB and this information will not be disclosed to any other external third party without your consent, except where necessary to comply with statutory requirements or seeking references.

You may, at any time, make a request for access to the information held about you as outlined. Should you wish to make any changes to any of the information stored about you within the one-year retention period, please contact the HR Manager at Citizens Information Board, Georges Quay House, 43 Townsend Street, Dublin 2, DO2 VK65.

For information on how your personal data will be used as part of this process please refer to our Data Protection Notice for Job Applicants, available at the following link:

https://www.citizensinformationboard.ie/en/data_protection/cib.html.

How to Apply

To apply for this role candidates **must**:

- Complete and sign the application form
- Provide a cover letter setting out your suitability for the position
- Provide one (1) sample of your written work (1,000 words or less). The sample must be written by you:

It can be an extract from a longer piece of writing.

It does not have to have been published but should be relevant to citizensinformation.ie.

You can, for example, write a new piece of content for citizensinformation.ie.

Please provide a short introduction to the piece explaining why you choose it as your sample and how it showcases your ability to write content for the website and CIB's social media channels.

Your completed and signed application form with cover letter (maximum one page) and sample of writing should be sent to: HR@ciboard.ie.

In the subject line, insert: **Digital Content Executive Officer**

All documents must be submitted in Word or PDF format. For security reasons, files sent by email as links to documents in shared cloud-based servers will not be accepted.

An acknowledgement email will be issued for all applications received. If you do not receive acknowledgement of your application when submitted, please contact the HR Team by email (hr@ciboard.ie) to ensure your application has been received.

Closing date

Please note latest receipt for applications is **5pm on Thursday, 24th October 2024**

Incomplete applications, postal applications, or C. V's will not be accepted. Any applications received after the closing date and time will not be considered.

Selection Process

Candidates will be shortlisted based on information contained within her/his application. Shortlisted candidates will be contacted in relation to attending an interview. During any short-listing exercise that may be employed, a board will examine the applications and assess them against pre-determined criteria based on the requirements of the position. It is therefore in your own interest to provide a detailed and accurate account of your qualifications and experience within the application.

All interviews are competency based and will take place on-site in Dublin. The onus is on all applicants to make themselves available on the date(s) specified by CIB and make whatever arrangements are necessary to ensure they receive communications sent to them at the contact details specified. CIB will not be responsible for any expenses incurred by candidates. The Citizens Information Board wishes to recruit a suitably experienced and qualified individual to the role of Digital Content Executive Officer. **Qualifying candidates may be placed on a panel from which future vacancies may be filled.**

Important Notice

The above represents the principal conditions of service and is not intended to be a comprehensive list of all terms and conditions of employment which will be set out in the employment contract to be agreed with the successful candidate(s). The Citizens Information Board is committed to providing equal opportunities for employment to all. Applications will be reviewed and shortlisted for interview on the merit, skills and experience detailed in the documentation supplied, regardless of gender, age, sexual orientation, civil status, family status, religion, disability, race, or membership of the Traveller community.

Executive Officer Level Competencies

People Management

- Consults and encourages the full engagement of the team, encouraging open and constructive discussions around work issues
- Gets the best out of individuals and the team, encouraging good performance and addressing any performance issues that may arise
- Values and supports the development of others and the team
- Encourages and supports new and more effective ways of working
- Deals with tensions within the team in a constructive fashion
- Encourages, listens to, and acts on feedback from the team to make improvements
- Actively shares information, knowledge, and expertise to help the team to meet its objectives

Analysis & Decision Making

- Effectively deals with a wide range of information sources, investigating all relevant issues
- Understands the practical implication of information in relation to the broader context in which s/he works – procedures, divisional objectives
- Identifies and understands key issues and trends
- Correctly extracts & interprets numerical information, conducting accurate numerical calculations
- Draws accurate conclusions & makes balanced and fair recommendations backed up with evidence

Delivery of Results

- Takes ownership of tasks and is determined to see them through to a satisfactory conclusion
- Is logical and pragmatic in approach, setting objectives and delivering the best possible results with the resources available
- Constructively challenges existing approaches to improve efficient customer service delivery
- Accurately estimates time parameters for project, making contingencies to overcome obstacles
- Minimises errors, reviewing learning and ensuring remedies are in place
- Maximizes the input of own team in ensuring effective delivery of results
- Ensures proper service delivery procedures/protocols are in place and implemented

Interpersonal & Communication Skills

- Modifies communication approach to suit the needs of a situation/ audience
- Actively listens to the views of others
- Consults with other groups to gain co-operation
- Negotiates, where necessary, in order to reach a satisfactory outcome
- Maintains a focus on dealing with customers in an effective, efficient, and respectful manner
- Is assertive and professional when dealing with challenging issues
- Expresses self in a clear and articulate manner when speaking and in writing

Specialist Knowledge, Expertise and Self-Development

- Displays high levels of skills/ expertise in own area and provides guidance to colleagues
- Has a clear understanding of the role, objectives, and targets and how they support the service delivered by the Team and the organisation and can communicate this to the team
- Leads by example, demonstrating the importance of development by setting time aside for development initiatives for self and the team

Drive and Commitment to Public Service Values

- Is committed to the role, consistently striving to perform at a high level
- Demonstrates flexibility and openness to change
- Is resilient and perseveres to achieve objectives despite obstacles or setbacks
- Ensures that customer service is at the heart of own/teamwork
- Is personally honest and trustworthy
- Acts with integrity and encourages this in others