

Post-Primary Languages Ireland | Languages  
Connect

Open competition for the appointment of  
Communications Officer

Information Booklet

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## 1. The Appointment

Post-Primary Languages Ireland (PPLI) is a diverse team of experts who successfully deliver high quality projects in foreign languages education and awareness raising. We support a wide variety of stakeholders including government departments, education agencies, schools and teachers, and many other partners.

PPLI works to implement the foreign languages strategy of the Department of Education by diversifying, enhancing, and expanding the teaching of foreign languages in Ireland. The Languages Connect Awareness Raising campaign, facilitated by PPLI, aims to promote the personal, social, professional, and economic benefits of foreign language skills. Further details about PPLI are available at [www.ppli.ie](http://www.ppli.ie) and the Languages Connect website [www.languagesconnect.ie](http://www.languagesconnect.ie).

We wish to appoint a Communications Officer to support the implementation of the strategy and awareness raising campaign. The post is a full-time position on a one year fixed-term contract. A six-month probationary period will apply.

### **Purpose**

This role is responsible for promotion and awareness raising programmes, delivering on key objectives of Languages Connect, [Ireland's Strategy for Foreign Languages in Education 2017-2026](#) which includes campaigns and events for teachers, students, principals, guidance counsellors and various other key stakeholders. The post holder will support the Marketing and Communications Manager and wider PPLI team.

The role reports to the Marketing and Communications Manager.

### **Job Specification**

The duties of the Communications Officer will include the following:

- Create, implement, and track integrated communications campaigns for the Languages Connect awareness raising campaign
- Work with educational, cultural and industry partners to create effective co-operative promotional campaigns and events.
- Coordinate the campaign to promote languages at primary school level and build awareness around the Say 'Yes' to Languages Primary Sampler Modules.
- Coordinate elements of #ThinkLanguages, our flagship National Transition Year Event, working with the wider PPLI team, external agencies, and stakeholders.
- Develop, implement, and disseminate a range of communications and promotional supports for schools, teachers, and students to become language champions.
- Brief and oversee the work of external agencies, such as designers, videographers, photographers, digital specialists, and printers, etc.
- Create and curate content and manage updates on Languages Connect website and social media.
- Work with the wider team to ensure consistent brand identity and best practice is used across all communication channels.
- Manage external educational events and promotional opportunities.

- Manage the language ambassador team at events and online promotional opportunities.
- Write, edit, and proofread copy for promotional materials for online and print material.
- Keep up to date on current trends in marketing, communications, and social media.
- Work within a budget and ensure that all procurement requirements are adhered to.

The above listed expectations and tasks are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all responsibilities or duties required.

## 2. Experience/Qualifications

- Educated to degree level or equivalent in a relevant field i.e. PR, Marketing
- 5+ years previous experience in marketing, event management or social media management
- Proven track record in coordination of successful, fun and engaging campaigns and events
- Competence in a second language (in addition to English/Irish) is desirable
- Budget management
- Previous experience in the education sector is desirable
- High level of IT proficiency and working knowledge of the Microsoft Office package
- Be eligible to work in Ireland

### **Skills & Competencies:**

- Excellent Organisational Skills
- Excellent Interpersonal & Communication Skills
- Flexibility
- Team Leadership
- Judgement, Analysis & Decision Making
- Management & Delivery of Results
- Interpersonal & Communication Skills
- Marketing & Communications Knowledge and Expertise
- Drive & Commitment to Promoting Foreign Languages

## 3. Salary

The salary for the post is based on the starting point on the HEO Officer (NPPC) scale of €48,426.

48,426 – 49,826 – 51,220 – 52,628 – 54,037 – 55,455 – 56,865 – LSI 1 58,893 – LSI 2 60,927

<sup>1</sup> After 3 years satisfactory service at the maximum.

<sup>2</sup> After 6 years satisfactory service at the maximum.

This rate of pay may be adjusted from time to time in line with Government pay policy.

### **Hours of Attendance:**

Working hours will be in accordance with the standard arrangements in PPLI and will equate to no less than 37.5 hours (net of rest breaks) per week. No additional payment will be made for extra attendance as the rate of remuneration payable covers any exceptional extra attendance liability that may arise from time to time.

## 4. Annual Leave

The annual leave allowance will be 29 working days per annum, pro rata for the duration of the contract. This allowance, which is subject to the usual conditions regarding the granting of annual leave, is based on a five-day week and is exclusive of the usual public holidays.

## 5. Location

PPLI is based at The Liberty Insurance Building in Blanchardstown, Dublin 15.

## 6. Equal Opportunities

PPLI is an equal opportunities employer.

Garda vetting will be sought in respect of individuals who are considered for appointment. The applicant will be required to complete and return a Garda Vetting form. This form will be forwarded to An Garda Síochána for security checks on all Irish and Northern Irish addresses at which they resided. Enquiries may also be made with the police force of any country in which the applicant resided. If unsuccessful this information will be destroyed by the Law Reform Commission. If the applicant is subsequently considered for another position, he/she will be required to supply this information again.

## 7. Format of the competition

PPLI reserves the right to **shortlist** applicants. Shortlisting of candidates will be done based on the criteria outlined in the advertisement, the application, (and/ or) the interview, and/or satisfactory references.

Final selection will be based on a **competitive interview**. The interview will be based on the competencies required to carry out the duties and responsibilities as set out in the description of the appointment. Candidates shortlisted for interview will be asked to provide details of two referees. Candidates will be contacted before referees are consulted.

## 8. Preparing for interview

Please prepare a five-minute presentation on how you envisage your role in the context of the job responsibilities outlined in Section 1.

Please also prepare to explain to the interview board how you have demonstrated the following competencies required for the position of Communications Officer in PPLI.

- Team Leadership
- Judgement, Analysis & Decision Making
- Management & Delivery of Results
- Interpersonal & Communication Skills
- Marketing & Communications Knowledge and Expertise
- Drive & Commitment to Promoting Foreign Languages

For each competency, you may be asked to give examples from your career to date that best illustrate how you have developed and used this competency.

## 9. Eligibility

Must be eligible to work in the Republic of Ireland.

## 10. Confidentiality

Subject to the provisions of the F.O.I. Act, 1997 applications will be treated in strict confidence.

## 11. Attendance at interview

Calls to interview will be made at least a week beforehand. The onus is on all applicants to make themselves available for the interview and to make whatever arrangements are necessary to ensure that they receive communications sent to them at the e-mail address specified on their application form. PPLI will not be responsible for expenses incurred by applicants.

## 12. Deeming of candidature to be withdrawn

Applicants who-

- (a) do not, when requested, furnish such evidence as PPLI requires regarding any matter relevant to their candidature,
- (b) or do not attend the interview at the time and place appointed,
- (c) or, when offered appointment, do not accept appointment and take up duty as arranged, shall, unless PPLI in its absolute discretion decides otherwise, be deemed to have withdrawn their candidature.

## 13. Queries

If you have any queries in relation to the process or the role, please contact [Aoife.Dungan@ppli.ie](mailto: Aoife.Dungan@ppli.ie)