NICS HR

Interchange Unit

# Hosting Opportunity Proforma

Labour Relations Agency (LRA)

Name of Host

Organisation

**1. Interchange Manager’s details**

Morna Blaney / Claire Kilpatrick

Name

Organisation/

Corporate Services

Department

2-16 Gordon Street

BELFAST

BT1 2LG

Address

028 90 330 827

028 90 321 442

Telephone Fax number

Number

[Claire.kilpatrick@lra.org.uk](mailto:Claire.kilpatrick@lra.org.uk)

[Morna.blaney@lra.org.uk](mailto:Morna.blaney@lra.org.uk)

E-mail

Type of Opportunity

**Communications Manager**

Secondment – 1 year, with a possible extension of up to two years, subject to the agreement of all parties.

**2. Details of hosting opportunity**

Description of opportunity

The Labour Relations Agency was established in 1976 as an independent organisation under the Industrial Relations (Northern Ireland) Order 1976, and continued by the Industrial Relations (Northern Ireland) Order 1992. The Agency has a staffing complement of around 60 full time staff who operate from two locations – a Headquarters in Belfast and a Regional Office in Derry/Londonderry.

The Agency is also responsible for staffing the office of the Northern Ireland Certification Officer for Trade Unions and Employers’ Associations.

The primary aim of the Agency is to promote the improvement of employment relations in Northern Ireland.

The Agency provides an impartial and confidential employment relations service to those engaged in industry, commerce and the public services. The Agency's services include the provision of advice on good employment practices and assistance with the development and implementation of employment policies and procedures. The Agency is also active in resolving disputes through its conciliation, mediation and arbitration services.

Main objectives of the opportunity

The key responsibilities of the role is to assist the Agency in delivering its remit to improve employment relations in Northern Ireland through the implementation of its first ever Communications Strategy for 2017-21.

* Assist the Director of Corporate Services in implementing the LRA’s Communications Strategy for 2017-21 through the preparation and monitoring the implementation of an annual communications plan.
* Assist in the development of and proactively manage the Agency’s corporate branding
* Manage the development of the Agency’s website (and associated app) to ensure it is customer focused and an effective information resource and gateway to the Agency’s services.
* Coordinate the LRA’s media and press engagement to maximise the impact of the Agency’s statutory role.
* Coordinate and support the delivery of an integrated stakeholder engagement and events management programme in support of the Agency’s statutory role.
* Support effective internal communications through the development and maintenance of the Agency’s intranet site and the drafting of monthly team briefing for the Senior Leadership Team approval.
* Contribute to the development of new digital communication channels and act as a lead practitioner advocating social media communications technology cross the Agency within a very tight timeframe.
* Business Partner to the Senior Management Team in determining and prioritising all communications (both internal and external) and be the key contact for media enquiries and engagement
* Contribute to the annual training plan to assist with the development of Agency staff for further improvement of capability in all communication forms to benefit service users.
* Be a member of the Senior Management Team helping to ensure effective leadership and governance across the Agency in line with its values.
* Management and developing professional and/or administrative staff on an individual and team basis.
* Research and develop materials and texts for talks, presentation and lectures on behalf of the Agency.
* Advise on the design and production of the Agency’s publications in printed and/or electronic formats (including the websites).

**3. Skills requirements**

What qualities, skills and experience is required from the individual

**Essential**

1. **Academic**

**Degree route**

The role-holder would need to hold an Honours Degree in a relevant discipline and have at least 3 years post-graduate experience relevant to the role.

**OR**

**Non degree route**

At least 5 years spent gaining experience relevant to the role.

1. **Experience**

* Experience as a senior practitioner in public relations, journalism, advertising, marketing or similar communication disciplines;
* Experience of effective coordination of strategic communications work displaying professional judgement, pace and resilience;
* Awareness of and experience in effective use of social media technology;
* Experience of developing productive relationships with senior internal and external stakeholders;
* High level IT skills and experience of using, updating and troubleshooting Microsoft based systems with proven practical experience of extracting and presenting information from databases, management information systems and online monitoring and measuring tools; and
* Experience of gathering information in a range of formats and experience in managing and prioritising workloads to ensure that website content is presented in accordance with a content management system.

1. **Professional Membership**

Current Professional membership of the Chartered Institute of Public Relations or Chartered Institute of Marketing

**4. Personnel: Please state below**

Who will the individual report to?

Director of Corporate Services

Who will be the individual’s line manager and/or reporting officer?

Director of Corporate Services

**5. Transfer of learning**

Please give details of how the Opportunity will benefit your organisation, the

individual and their organisation.

**Benefit for Labour Relations Agency**

An experienced Communications Manager will help the LRA implement its new Communications Strategy and outwardly change the way in which the organisation is viewed and will broaden its client base. This role holder will support the Agency through their first use of social media.

**Benefit for the individual and their organisation**

* They will be a focal point for media engagement, events and advice on branding and communications style and content. They will inspire and empower others to use communications technology.
* They will gain responsibility for the management of contracts for website development and maintenance and for associated budget monitoring.
* Gain line management responsibility for a project team of 4-5 administrative and middle management staff.
* Opportunity to build effective working relationships within the employee relations sector

**6. Logistics**

Please provide details of the likely start date, duration, location, resources (i.e.;

desk, PC, fax etc.) and funding arrangements for the opportunity.

**Start Date**: As soon as a suitable candidate has been identified and a release date has been agreed.

**Duration**: 12 months with the possibility of an extension of an additional 12 months, subject to the agreement of all parties.

**Location**: 2-16 Gordon Street, Belfast, BT1 2LG

**Salary**: £36,448 to £40,072.

**Funding**: Salary and associated expenses will be funded by LRA.

**Selection**: A sift of applications received will take place on the basis of the criteria detailed above and final selection will be by interview. It is anticipated that interviews for this post will take place week commencing 18 June 2018.

**Contact**: For further information about the post please contact Morna Blaney or Claire Kilpatrick on 028 90 321 442 or by email at [recruitment@lra.org.uk](mailto:recruitment@lra.org.uk).

**Closing Date:** Noon on Friday 8 June 2018.

**7. Endorsement**

**Interchange Manager**

Claire Kilpatrick

Signed

29/5/18

Date