# Hosting Proforma

NISRA Census Office

Name of Host

Organisation

**1. Interchange Manager’s details**

Conor McKiernan

Name

Organisation/

NISRA Census Office

Department

Colby House

Stranmillis Court

Stranmillis Road

Belfast BT9 5RR

Address

Telephone Fax number

02890255058

Number

conor.mckiernan@nisra.go.uk

E-mail

Type of Opportunity

**Social Media and Communications Officer**

Secondment until end of August 2021- Full-time Monday to Friday 37.5hr week (NICS flexible working terms and conditions apply)

**2. Details of hosting opportunity**

Description of opportunity

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| **Background**  The census is the largest single statistical exercise undertaken by government, and remains the most important source of information on the size and nature of the population and is taken every 10 years. The results of the Census are invaluable for policy formation, and the planning and effective targeting of resources. The next Census is in March 2021 and a rehearsal will take place between September and November 2019.  Census Office is headed by a Grade 5 and consists of two sections: Census Operations and Census Statistics.  The work of Census Operations relates to the operational processes of the 2021 Census, and the 2019 Rehearsal. These processes are informed, directed and supported by the work carried out in the Census Statistics section. Census Operations is comprised of three main areas: data Collection, Field Operations and Stakeholder Engagement & Communications. It involves working with external suppliers and the census operational teams in the Office for National Statistics (ONS). This post sits within the Stakeholder Engagement and Communications area.  **Census Communication and Social Media Officer**  This is an opportunity to join the Stakeholder engagement and communication team within census operations. The team is currently managed at grade 7 level and comprises 2 Deputy Principals and a Staff Officer. The team carries out a wide range of duties to help support the planning. Implementation and delivery of the 2021 Census from a communications perspective. |

Main objectives of the opportunity

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| The overall purpose of this post is to develop and deliver innovative and effective media and web content that supports and increases engagement for the 2021 Census and 2019 Census Rehearsal alongside carrying out and supporting additional communication work within the team  In particular this will involve:   * Assist in developing and implementing stakeholder and communication activities for the 2021 Census & 2019 rehearsal * Developing and uploading creative content to the NISRA internet and intranet sites which is consistent with the overall message and ensuring that web content is search engine optimised * Contributing to the drafting, development and implementation of a Social Media strategy * Developing social media content, both proactive and reactive, to raise the profile and increase engagement with the Census * Monitoring and evaluating all media coverage highlighting specific matters and emerging news to senior management as appropriate * Assistance with other communications activities when required including design, event management, PR and internal communications * Undertaking general administrative duties as required.   In addition to working alongside staff across the census office this role involves working very closely with colleagues in the Office for National Statistics (ONS). It also involves working with other teams across Census Office and Departmental Press Office. |

**3. Skills requirements**

What qualities, skills and experience is required from the individual

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| * Experience of developing and disseminating social media content, such as Facebook and Twitter, in a private or public sector setting * Experience in developing engaging online content and messaging * Ability to multi task * Good organisation skills and the ability to plan work and adapt to changing priorities * Evidence of building and maintaining effective working relationships with both internal and external stakeholders * Ability to understand complex information quickly and to present and explain it to others in the team * Experience of working in a busy team with lots of ad hoc requests * Ability to present ideas and solutions through effective engaging and innovative communication |

**4. Personnel: Please state below**

Who will the individual report to?

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| Cheryl Morrow – Census Stakeholder Engagement and Communications |

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

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| As above |

**5. Transfer of learning**

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

individual and their organisation.

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| This is an opportunity to join a very dynamic team within the census office. 2021 marks the first time that the census will be delivered in Northern Ireland with a “Digital First” approach.  The post holder will play a pivotal in helping to inform the public about the arrangements for and the benefits of the census.  The individual will gain experience in communicating with senior staff and other stakeholders and will be given the opportunity to develop their digital skills in a fast moving environment.  This is an emerging, exciting role and it will continue to develop as the census office moves through the census rehearsal later this year and into the operational phase for the 2021 Census. |

**6. Logistics**

Please provide details of the likely start date, duration, location, form of transport required, resources (i.e.; desk, PC, etc.) and funding arrangements for the opportunity.

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| **Start Date**: ASAP  **Duration**: It is anticipated this secondment will last for approximately 2 years.  **Location**: NISRA Census Office, Colby House, Stranmillis Court, Stranmillis Road Belfast BT9 5RR  **Funding**: NISRA Census Office, (Dept of Finance) will meet salary costs and associated expenses in line with NICS guidelines. The salary scale is: 26,962 - £27,819.  **Form of Transport**: The successful candidate may be required to have access to a suitable form of transport in order to fulfil the duties of the post.  **Further Information**: Please contact Conor McKiernan on tel: 028 9025 5058 or by email at: [Conor.McKiernan@nisra.gov.uk](mailto:Conor.McKiernan@nisra.gov.uk).  **Closing Date:** Applications must be submitted by 5.00pm on Tuesday 27th August 2019 to**:**  **For NI Civil Service departmental staff only:** [**secondments@hrconnect.nigov.net**](mailto:secondments@hrconnect.nigov.net)  **For staff from all other Partner organisations:** [**interchangesecretariat@finance-ni.gov.uk**](mailto:interchangesecretariat@finance-ni.gov.uk) |

**7. Endorsement**

**Interchange Manager**

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| **Conor McKiernan** |

**Signed:**

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| **09/08/2019** |

**Date:**