# Hosting Proforma

NI Local Government Association (NILGA)

Name of Host

Organisation

**1. Interchange Manager’s details**

Alison Allen

Name

Organisation/

NI Local Government Association (NILGA)

Department

Bradford Court

Upper Galwally

Castlereagh

BT8 6RB

Address

Telephone Fax number

028 90798972

Number

[a.allen@nilga.org](mailto:a.allen@nilga.org)

E-mail

Type of Opportunity

**Secondment - Strategic Communications Manager**

**2. Details of hosting opportunity**

Description of opportunity

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| NILGA promotes, develops and champions local government by developing strategic regional, all council, approaches to key issues affecting the sector. This includes collective lobbying, policy formulation, council finances, elected member development, best practice events and campaigns, all aimed at improving democracy and public services.  The post holder will be required to provide a proactive strategic approach to managing all aspects of media, public relations, website and social media activity. |

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| **MAIN PURPOSE OF JOB**  Reporting to the Chief Executive and as part of the Senior Management Team, the post-holder will be responsible for:   * Acting as principal advisor to the Chief Executive and NILGA Executive Board providing professional advice on all aspects of media, public relations, website and social media activity; * Developing and implementing a proactive and integrated approach to strategic communications in support of the NILGA Corporate Plan with a focus on positive brand identity and energy for both NILGA and the local government sector, showcasing successes and identifying opportunities; * Leading in the development and implementation of a proactive strategic communications plan informed by the local government sector and other key stakeholders; * Building effective working partnerships with senior communications professionals in Councils, government departments, other local government associations (UK/RoI) and with partner organisations; * Identifying and developing appropriate strategic corporate sponsorships to enhance the NILGA brand, impact and added value * Overseeing content creation and day-to-day running of NILGA’s website and social media; * Overseeing any external contracts within the post holders sphere of responsibility.   **Summary of responsibilities and personal duties**   1. Proactively manage all aspects of media, public relations and social media activity for NILGA, including reactive media issues and crisis communications.      1. Develop and implement a proactive and integrated strategic communication plan for NILGA, but also with a focus on opportunities to promote local government as a sector, in partnership with communications professionals in Councils. 2. Oversee content creation for NILGA’s website and social media and the day-to-day running of these channels, ensuring external messaging aligns with the NILGA Corporate Plan and emerging issues. 3. Responsible for creating, writing, editing and producing high quality internal and external publications and marketing collateral. 4. Responsible for the provision of high quality written materials including responses to media enquiries, press releases, speeches, strategic messaging, reports, presentations, online and social media content. 5. Plan, manage, executive and evaluate the impact of NILGA’s communications activity and use insights to inform future decision making. 6. Continually, benchmark against similar organisations and regular examine new and emerging communication channels/techniques to ensure NILGA is leading in innovative communications activity. 7. Responsible for supporting the communications and community engagement activities, including organising news conferences, launches, photocalls in relation to any relevant corporate projects or event. 8. Contribute to an integrated NILGA approach, working collaboratively with all staff across the organisations, to ensure a flexible, integrated approach to communications activity. 9. Build working partnerships with communications professionals and relevant individuals across Councils, government departments, other local government associations (UK/RoI) and other partner organisations. 10. Contribute at senior level to an open communications culture and the sharing of knowledge within the NILGA team. 11. Proactively analyse media activity and identify potential communications opportunities relevant to the local government sector regionally. 12. Attend senior management team meetings and advise on communications issues. 13. Build new relationships and maintain existing links with press and broadcast media and develop and maintain an effective contacts database. 14. Identify specialist media and seek proactive media opportunities in conjunction with NILGA officers. 15. Motivate and manage any staff that may be assigned to ensure effective service delivery and to be responsible for reviewing and implementing a proper staff training and development programme. 16. Participate in all induction and in-service training provided by NILGA and in the induction and support of all newly appointed staff and other human resource management policies and procedures, as appropriate, including, absence management, disciplinary and grievance procedure. 17. Participate as directed in NILGA’s recruitment and selection procedures. 18. Act in accordance with NILGA policies and procedures including equal opportunities, health and safety, and any pertinent legislation. 19. Undertake the duties in such a way as to enhance and protect the reputation and public profile of the NILGA 20. Undertake such other duties as may from time to time be required.   **Note**  *This job description has been written at a time of significant organisational change and it will be subject to review and amendment as the demands of the role and the organisation evolve.  Therefore, the post-holder will be required to be flexible, adaptable and aware that they may be asked to perform tasks, duties and responsibilities which are not specifically detailed in the job description, but which are commensurate with the role.* |

**3. Skills requirements**

What qualities, skills and experience is required from the individual

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| **Experience and Qualifications – Essential**  Applicants **must**, as at the closing date for receipt of application forms, either:   * have a third level qualification in a relevant subject such as communications, journalism, public relations or an equivalent qualification or possess full current membership of an appropriate professional body relevant to journalism, media relations, public relations and be able to demonstrate, by providing personal and specific examples on the application form, at least two years’ relevant experience in each of the following areas:  1. developing and implementing successful strategic communication plans including managing press, website and social media content, working with media and external agencies; 2. delivering a positive and impactful brand strategy across all aspects of internal and external organisational communications; and 3. providing strategic communications support to senior management and elected members or non-executive board members.   **OR**   * be able to demonstrate, by providing personal and specific examples on the application form, at least three years’ relevant experience in each of the following areas:  1. developing and implementing successful strategic communication plans including managing press, website and social media content, working with media and external agencies; 2. delivering a positive and impactful brand strategy across all aspects of internal and external organisational communications; and 3. providing strategic communications support to senior management and elected members or non-executive board members.   **Shortlisting criterion**  In addition to the above qualifications and, or experience, NILGA reserves the right to shortlist only those applicants who can demonstrate, by providing personal and specific examples on the application form:   1. at least two years’ relevant experience of working in a press office or public relations environment.   **AND FOR ALL APPLICANTS**  Applicants must possess a full, current driving licence which enables them to drive in Northern Ireland and a vehicle for official business or have access to a form of transport which enables them to meet the requirements of the post in full. |
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**4. Personnel: Please state below**

Who will the individual report to?

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| Alison Allen, Chief Executive |

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

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| Alison Allen, Chief Executive |

**5. Transfer of learning**

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

individual and their organisation.

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| **The Individual**  The individual will have an opportunity to develop their skills and build on their existing relationships within local government, central government and the wider sector at a regional, national and international level.  **Benefit to Individuals employer**  The employee will have the opportunity to support local government as a sector at a strategic regional level at a time of significant challenge and opportunity. This will include the opportunity to enhance their skills and build relationships with a wide variety of senior stakeholders at a regional, national and international level that will be materially beneficial to the employer in future.  **Benefit to NI Local Government Association**  NILGA will benefit from the fresh perspective, competencies, skills and experience the postholder will bring. |

**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**: As soon as the candidate is identified, and a release date is agreed.  **Duration**: It is anticipated the secondment will last until 31st March 2024 (which may be extended, subject to funding and agreement by all parties).  37 hours per week (Monday – Friday). Hybrid working arrangements are in place.  **Salary Scale**: The salary range is PO5 (NJC SCP 38 – 41)£44,539 - £47,573 per annum and it is anticipated that the successful candidate will commence at SCP 38 (£44,539).  **Location**: NI Local Government Association Offices, Bradford Court, Upper Galwally, Belfast BT8 6RB  **Funding**: NI Local Government Association will pay salary costs as Host organisation  **Further information**: Selection for this post will be as follows:   * Shortlisting will take place on the basis of the criteria detailed above and final selection will be by interview   for further information about this opportunity please contact Diane Anderson by emailing [d.anderson@nilga.org](mailto:d.anderson@nilga.org)  **Closing Date:** Applications must be submitted by **4.00pm on Monday 6th February 2023** 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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**Signed:**

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| **18th January 2023** |

**Date:**