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NATIONAL CONCERT HALL

CANDIDATE INFORMATION BOOKLET
DIGITAL MARKETING EXECUTIVE

April 2024



CONTENTS

| | |
|-----------------------|----|
| The Position | 3 |
| Conditions of Service | 6 |
| How to Apply | 8 |
| General Information | 10 |

THE POSITION

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| Title of position: | Digital Marketing Executive (Performing Groups) |
| Tenure: | Full time, permanent |
| Employing Authority: | National Concert Hall |
| Location: | Earlsfort Terrace, Saint Kevin's, Dublin, D02 N527 |
| Organisation website: | www.nch.ie |

Background

The National Concert Hall (NCH), based in the heart of Dublin City Centre, is Ireland's National Cultural Institution for music. Our vision is to be regarded worldwide as one of the great centres for music and a symbol of national pride for Irish people everywhere. Hosting over 1,000 events each year, we offer world class music and entertainment for all ages - enriching people's lives through music and the magic of live performance.

Role summary

The NCH is seeking suitable applications from candidates for the role of Digital Marketing Executive (Performing Groups) to become a core part of our Marketing Team. This exciting post sits within the NCH's Marketing and Communications Department which brings together communications, marketing, audience development, online/digital, public affairs, information, media, and press and publications for all areas of NCH activity.

The overall purpose of the role of Digital Marketing Executive is to work as part of the team to continue the enhancement of our profile, brand promise and market position as Ireland's National Concert Hall, in line with the overall National Concert Hall Strategy. This includes powerfully communicating the programme and all related activities to key audiences as well as engaging and involving stakeholders, partners and staff.

The Digital Marketing Executive supports the marketing and digital functions within NCH to contribute to organisational targets and to implement the organisation's marketing and online activity. They will have a key focus in driving digital engagement with NCH's Performing Groups, namely the National Symphony Orchestra, Choirs and Learning and Participation activities.

Key responsibilities

- Support the portfolio of brands, and grow awareness and loyalty online by using digital technologies, online marketing tools and social media
- Be responsible for updating and maintaining content on www.nch.ie, keeping content fresh and relevant with a view to improving SEO, driving traffic to site and improving customer service levels and CX online
- Work closely with the Management team in the management and use of social media platforms including content creation, social media advertising and campaign development to increase levels of engagement with audiences and potential attendees
- Work within allocated budgets

Key Tasks and Role Activities

- To coordinate and create marketing campaigns, integrated with the Orchestra and Choirs overall strategic marketing plans, and to co-ordinate e-mail marketing and online advertising schedules in supporting sales

- To proactively develop audience and subscriber relationships via online platforms such as X, Facebook and Instagram, thereby enhancing digital engagement
- To liaise with colleagues, promoters, partners, artists and stakeholders on digital and social media content
- To identify advertising/marketing and audience development opportunities on relevant online news and target interest sites
- To monitor customer comments online to respond/suggest responses in a timely and appropriate manner, to supervise the digital and online presence, identifying any reputational issues for timely response
- To ensure the accuracy, veracity and timeliness of information published online, including the dissemination of email and digital marketing campaigns
- Maintain legal requirements on accessibility of materials and legality of data captured
- Support promoter digital marketing activity
- To measure and interpret results of digital marketing campaigns and disseminate to appropriate colleagues
- To develop and maintain a high level of knowledge of CMS, HTML, social media platform technologies and digital marketing tools and remain abreast of latest developments
- To ensure all job activities are carried out in a manner that is professional and reliable and in accordance with the overall policies and strategies of the National Concert Hall
- To liaise with key stakeholders on the creation of rich media assets
- Maintain knowledge of the Irish music, culture and the arts sector to brief colleagues on any changes in arts marketing/communications/digital industry legislation pertinent to this area of the NCH's activity
- To carry out other duties as requested across the Marketing team

Organisational Requirements

- To maintain the NCH's high standard of customer care across all areas of organisational activity
- To work towards the achievement of the NCH's organisational goals
- As the post-holder may be the first point of contact for many external organisations and individuals, he/she is expected to remain up to date with, and aware of, developments within the NCH and its work.
- As the post requires handling, processing and recording of restricted information, confidentiality is required at all times.

The Person

Essential Requirements

The successful candidate must demonstrate evidence of:

- A third level qualification (Level 7 or above on the National Framework of Qualifications) in a relevant discipline (marketing, business, communications, digital, or music)
- 3+ years marketing and/or digital marketing experience with demonstrable experience in the delivery of e-marketing campaigns, social media management, website management, digital marketing campaigns
- A strong interest and understanding of classical music will be essential
- The ability to work both independently and collaboratively within a demanding environment and foster cross departmental collaboration with other NCH functions
- Demonstrate excellent communication, copywriting and interpersonal skills
- Strong planning and organisation skills with the ability to work across multiple areas whilst prioritising competing demands and delivering tasks within tight deadlines to meet targets
- Excellent working knowledge of HTML, SEO, Google Analytics, Google Ads, Social Media Advertising

Key Competencies and Skills Assessment

The key competencies and skills for this role that will be assessed at interview stage are:

1. Analysis and decision making
2. Delivery of results
3. Interpersonal and communication skills
4. Specialist knowledge, expertise and self-development
5. Drive and commitment to public service values

CONDITIONS OF SERVICE

General

The role is offered as a full time, permanent position.

The appointment is subject to the Civil Service Regulation Acts, 1956 to 1996, the Public Service Management (Recruitment and Appointments) Act 2004 and any other Act for the time being in force relating to the civil service. The appointee will be subject to the National Concert Hall's policies in respect of Code of Standards and Behaviour.

Salary and Pay arrangements

The Executive Officer (PPC) salary scale applies (rates effective from 1 January 2024) as follows:

€35,687 – €37,589 – €38,663 – €40,759 – €42,638 – €44,455 – €46,266 – €48,039 – €49,830 – €51,581 – €53,440 – €54,685 – €56,461* – €58,251**

Subject to satisfactory performance, increments may be payable in line with current Government Policy.

* After 3 years satisfactory service at the maximum

**After 6 years satisfactory service at the maximum

Starting Salary

The salary will be at the 1st point on the Executive Officer PPC Scale (as at 1st January 2024) - **€35,687** per annum. The rate of remuneration may be adjusted from time to time in line with Government pay policy.

Probation

The appointment will be a permanent, full time position and shall be subject to a probationary period of 6 months at which time an assessment of performance would be carried out by Human Resources. The appointment may be terminated at any time by either side in accordance with the Minimum Notice and Terms of Employment Acts, 1973 and 1991.

Location

The place of work will be at the National Concert Hall, Earlsfort Terrace, Saint Kevin's, Dublin, D02 N527, however a blended onsite/remote work pattern is available. This role may also require attendance at events, meetings and briefings, as appropriate, wherever there is expected to be an NCH presence.

The National Concert Hall reserves the right, at its discretion, to change this location to any other place within Ireland.

Hours of attendance

Hours of attendance will amount, on average, to not less than 39 hours gross and 35 hours net per week. Normal working hours can fall between 08.00 to 23.00 Monday to Sunday. Flexibility within the role is required from time to time to cover events within the NCH and externally. This role will require weekend and evening work on occasion. The NCH reserves the right to alter these working hours. The successful candidate may be required to work at other specified times and overtime depending on the requirements of the role and at the discretion of management.

The successful candidate will agree to co-operate in assisting the National Concert Hall to maintain accurate records of your working hours for the purpose of Section 25 of the Organisation of Working Time Act, 1997.

Annual leave

The annual leave allowance for this role for a full-time employee is 23 days per annum inclusive of the former privilege days of Good Friday and Christmas Eve. This allowance is subject to the usual conditions regarding the granting of annual leave in the public service and is exclusive of the usual 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. Further information on the conditions of employment will be outlined in the contract of employment for the successful candidate.

Outside Employment

The position will be whole time and the appointee may not engage in private practice or be connected with any outside business during their assigned hours for the NCH, or any outside business which conflicts in any way with his/her official duties, impairs performance or compromises his/her integrity.

Eligibility to Compete

Citizenship Requirements

Eligible Candidates must be:

- (a) A citizen of the European Economic Area. The EEA consists of the Member States of the European Union, Iceland, Liechtenstein and Norway; or
- (b) A citizen of Switzerland pursuant to the agreement between the EU and Switzerland on the free movement of persons; or
- (c) A non-EEA citizen who is a spouse or child of an EEA or Swiss citizen and has a stamp 4 visa; or
- (d) A person awarded international protection under the International Protection Act 2015 or any family member entitled to remain in the State as a result of family reunification and has a stamp 4 visa; or
- (e) A non-EEA citizen who is a parent of a dependent child who is a citizen of, and resident in, an EEA member state or Switzerland and has a stamp 4 visa.

Note in respect of UK citizens: The recently concluded EU/UK Brexit negotiations have confirmed that the longstanding Common Travel Area Agreement between the UK and Ireland remains unchanged post-Brexit. Accordingly, UK citizens remain eligible to work and reside in Ireland without restriction and, as such, to make an application to compete for this competition where they meet all other qualifying eligibility criteria. Further information regarding the Common Travel Area is available [here](#).

To qualify candidates must meet one of the citizenship criteria above by the date of any job offer.

Other Conditions of Employment

The above represents the principal conditions of service and is not intended to be the comprehensive list of all terms and conditions of employment which will be set out in the employment contract to be agreed with the appointee.

HOW TO APPLY

The National Concert Hall invites applications from suitably qualified candidates and will be undertaking a comprehensive recruitment process as part of this recruitment campaign.

Applications should be submitted online and must include:

1. A cover letter outlining why you wish to be considered for the role and why you believe your skills and experience meet the requirements of the role and;
2. A comprehensive CV clearly showing your relevant achievements and experience in your career to date.

Only applications fully submitted online will be accepted into the campaign.

To apply for this role, visit [Occupop](#)

Closing Date

Deadline for application: 5pm on Friday, 24th May 2024

Applications will not be accepted after the closing date/time.

An acknowledgement email will be issued for all applications received.

Format of the Competition

The format of the competition is a competency based semi-structured interview. The interview will be held in person at the National Concert Hall offices.

This approach, which is now frequently being adopted in the Civil and Public Service and by many organisations in other sectors, strikes a balance within the interview between the 'behavioural' (structured or competency based) and the 'situational' approaches. This allows interviewers to examine what the candidate has achieved in their career to date, in relation to the required skills/competencies for the job, as well as examining how the candidate may behave or deal with specific challenges presented in the job. The semi-structured format also provides interviewers with the flexibility to respond to the candidate and satisfy themselves that they are getting a good picture of him or her.

Interviews

Interviews are likely to be held in June 2024. Candidates should make themselves available on the date(s) specified by the National Concert Hall and should make sure that the contact details specified on their application form are correct. An interview process will be held with a selection board comprised in accordance with the National Concert Hall arrangements for posts at this level.

Reasonable Accommodations

Any candidate who requires reasonable accommodations at any stage of the selection competition should indicate their requirements with their application. Any queries in relation to any disability or other issue which may be addressed through making such reasonable accommodations, can be addressed to careers@nch.ie

Selection Process

In the event that the number of applications received significantly exceeds that required to fill the position, the National Concert Hall may implement a shortlisting process to select a number of candidates to be invited to interview on the basis of the information contained in their application. This is not to suggest that other candidates are necessarily unsuitable, or incapable of undertaking

the job, rather that, on this occasion, there are some candidates who are, on the basis of the information provided, better qualified, and /or have more relevant experience.

The National Concert Hall does not reimburse the cost of travel to interview.

The Selection Process includes the following:

- Shortlisting of candidates based on the information contained in their application
- A competency-based interview
- Any other tests or exercises that may be deemed appropriate.

Security Clearance

Garda vetting may be sought in respect of individuals who come under consideration for appointment. In such case, the applicant will be required to complete and return a Garda vetting form should they come under consideration for appointment. This form will be forwarded to the Garda Síochána for security checks on all Irish and Northern Irish addresses at which they have resided.

Candidates' Rights - Review Procedures in relation to the Selection Process

The National Concert Hall will consider requests for review in accordance with the provisions of the Codes of Practice published by the Commission for Public Service Appointments. The Codes of Practice are available at <http://www.cpsa.ie/>

Deeming of candidature to be withdrawn

Candidates who do not attend for interview or other test when and where required by the National Concert Hall, or who do not, when requested, furnish such evidence as the National Concert Hall requires in regard to any matter relevant to their candidature, will have no further claim to consideration.

The National Concert Hall is proud to be an equal opportunity employer of all qualified individuals. We actively welcome applications from people of all backgrounds and do not discriminate based on gender, age, race, religion, marital status, sexual orientation, disability, membership of the Travelling community or family status.

We are committed to offering reasonable accommodations to job applicants with disabilities. If you need assistance or an accommodation due to a disability, or have any questions regarding building access, please contact us on (01) 417 0077, or email careers@nch.ie

GENERAL INFORMATION

Reference Checks

Please note that any offer of employment made to a successful candidate will be subject to satisfactory reference verification and satisfactory verification of academic and professional qualifications.

Security Clearances

Please note that Garda Clearance may be required for this position. If you have resided / studied in countries outside of the Republic of Ireland for a period of 6 months or more, you must furnish a separate Police Clearance Certificate from each country stating that you have no convictions recorded against you while residing there.

It is your responsibility to seek security clearances in a timely fashion. The successful candidate cannot be appointed without this information being provided and being in order. The following websites may be of assistance to you in this regard:

- www.disclosurescotland.co.uk
- www.migrationint.com.au/office.asp (countries other than UK/NI)
- www.afp.gov.au (Australia)
- www.courts.govt.nz (New Zealand)

For other countries not listed above you may find it helpful to contact the relevant embassies that could provide you with information on seeking Police Clearance.

Confidentiality

Subject to the provisions of the Freedom of Information Act 2014, applications will be treated in strictest confidence. Candidate confidentiality will be respected at all stages of

the recruitment process. Applicants should however note that all application material will be made available to those with direct responsibility for the recruitment process within the National Concert Hall.

Please note information provided by you as part of your application may be used as part of our diversity, equality and inclusion metrics in relation to this campaign.

Legal Compliance

The National Concert Hall are committed to complying with all relevant legislation over the course of this recruitment campaign, including the Employment Equality Acts 1998-2015, the Employment (Miscellaneous Provisions) Act 2018, the Data Protection Acts 1988 - 2018, and the Freedom of Information Acts, 1997, 2003 and 2014.

GDPR Compliance

The National Concert Hall collects, processes and stores personal data, as provided by applicants when applying for the role available. The data provided by applicants is collected, recorded, stored, retained and destroyed in compliance with the Data Protection Acts 1988 - 2018.

Expenses

The National Concert Hall will not be responsible for any expense, including travelling expenses, candidates may incur in connection with their candidature.

Canvassing

Canvassing will result in disqualification from the competition.