

**Marketing Officer**

**Competition Information Booklet**

Please read carefully

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| **Position:** Marketing Officer (Panel)  **Grade:** Executive Officer  **Directorate:** Public Transport Services  **Reporting to:**  Head of Customer Experience  **Location:** Blended work model with office location(s) in Dublin 2  The NTA is consolidating its office locations later in 2024  to brand new office space in Haymarket, Smithfield, Dublin 7  **Starting salary:** €35,687  Closing date for receipt of completed applications:  **12pm (noon) on Friday, 17th May 2024**  **Contact: ntacareers@rsmireland.ie** |

The National Transport Authority is committed to a policy of equal opportunity.

**Overview of the National Transport Authority**

The National Transport Authority (NTA) is a statutory body established by the Minister for Transport on 1 December 2009.

At national level, the Authority has responsibility for securing the provision of public passenger land transport services, including subsidised bus and rail and light rail services. The Authority also licenses public bus passenger services delivered by private operators and has responsibility for the regulation of the small public service vehicle (SPSV) industry (taxis, hackneys and limousines). Other areas of responsibility include the State’s rural transport programme, integrated information systems for public transport customers, management of the Integrated Ticketing Scheme for Ireland (the Leap Card system), and regulation of vehicle clamping.

Within the Greater Dublin Area (GDA) the Authority carries additional responsibilities including:

* Strategic planning of transport;
* Development of an integrated, accessible public transport network;
* Promoting cycling and walking;
* Provision of public transport infrastructure generally including light rail, metro and heavy rail; and
* Effective management of traffic and transport demand.

The GDA includes the local authority areas of Dublin City, Fingal, Dún Laoghaire-Rathdown, South Dublin, Kildare, Meath and Wicklow.

The Authority’s Capital Investment Programme includes an exciting and challenging range of projects and programmes for development and delivery over the coming years. These include mega-projects such as MetroLink, BusConnects Dublin and the DART+ Programme, together with numerous other major projects/programmes in the heavy rail area, light rail area, bus infrastructure and public transport fleet, in addition to a large portfolio of projects in the active travel area. Along with other initiatives in the areas of micro-mobility, transport technology and climate adaption, there are stimulating and rewarding opportunities to make a real contribution to enhancing Ireland’s overall transport system.

Further information on the Authority is available on its website [www.nationaltransport.ie](http://www.nationaltransport.ie)

The National Transport Authority wishes to establish a panel of suitably experienced and qualified Marketing Officers from which vacancies may be filled as they arise. The panel will be live for one year and may be extended for a further year.

**Duties and Responsibilities**

The successful candidate will support NTA’s Marketing Manager in promoting public transport initiatives as well as cycling, walking and other NTA customer experience initiatives.

The successful candidate will be required to fulfil the following principal responsibilities:

* Work with stakeholders and NTA’s advertising agency to develop campaigns to promote existing and new public transport routes/networks as well as key public transport features such as integrated ticketing and real time passenger information Apps;
* Collate data sources that provide information on the usability public transport features such as integrated ticketing, journey planning, real time information, and TFI websites;
* Provide marketing support to other departments that may require assistance in developing marketing campaigns;
* Ensure marketing collateral is approved by the Marketing Manager or another authorised person as appropriate;
* Write copy for websites and update the websites accordingly. Also write copy for other publications;
* Directly manage Social Media accounts as required, sometimes after core business hours;
* Directly answer customer queries through the NTA Customer Relationship Management system;
* Assist with the procurement of the contracts that support Marketing including Graphic Design, Creative Advertising, Market Research, Digital Channels, and Media Buying;
* Assist with the allocation of advertising space in accordance with the terms and conditions of advertising space within NTA’s control;
* Assist with the coordination of the integrated public transport operator marketing group; and
* Other tasks as required.

**Note:** The functions and responsibilities initially assigned to the positions are based on the current organisational requirements and may be changed from time to time. The persons appointed require the flexibility to fulfil other roles and responsibilities at a similar level within the Authority.

**Essential Criteria**

**Please note: In order to satisfy the shortlisting panel that you meet these criteria you must explicitly reference how you meet same in your application. Failure to demonstrate these may prevent your application progressing to future shortlisting stages.**

Each candidate must meet the following requirements at the time of the competition closing:

1. Hold a minimum of a NFQ Level 6 qualification in a relevant discipline, being communications, marketing, business, or equivalent;
2. Have at least two years’ relevant experience in a marketing/communications role;
3. Have relevant experience running specific marketing campaigns and budgets; and
4. Have relevant experience of writing copy for websites and/or other publications.

**Desirable Criteria**

**Please note: Should further shortlisting be required after essential criteria above, a selection of the following may be assessed.**

The ideal candidate will also:

1. Have experience developing briefs for graphic designers, advertising and media buying agencies;
2. Have experience marketing transport services; and
3. Have excellent report writing and communication skills with the ability to present results to a more senior audience.

**Remuneration**

**Salary Grade: Executive Officer**

**Salary Scale: €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 (LS1), €58,251 (LS2)**

**Personal Pension Contribution (PPC) rate.** This salary is payable to an individual who is required to make a personal pension contribution (PPC) to their main pension (in general those persons whose initial appointment to the Public Service is on or after 6th April 1995).

**€34,142, €36,289, €37,139, €38,970, €40,751, €42,481, €44,199, €45,882, €47,583, €49,237, €50,939, €52,099, €53,767 (LS1), €55,451 (LS2)**

**Non Personal Pension Contribution (non-PPC) rate.** This salary is payable to an individual who is not required to make a personal pension contribution (PPC) to their main pension scheme.

**Annual Leave:** 23 days per annum. This leave is on the basis of a five day week and is exclusive of the usual public holidays.

**Note:**

* entry will be at point 1 of the scale and will not be subject to negotiation;
* different pay and conditions may apply if, immediately prior to appointment the appointee is already a serving Civil Servant or Public Servant;
* the rate of remuneration may be adjusted from time to time in line with Government pay policy.

**Contract:** Permanent Contract

**Probation:** There is a 6 month probationary period which may at the discretion of the CEO be extended to 10 months.

**Selection Process**

Prior to completing your application please read the Important Candidate Information Booklet on our careers page here: **www.nationaltransport.ie/about-us/careers**

**How to Apply**

Please submit your application in one single word document or PDF referencing the title of the role you wish to apply for in the subject of the email to **ntacareers@rsmireland.ie** with the following:

1. A comprehensive cover letteroutlining why you wish to be considered for the post and where you believe your skills and experience meet the requirements for the role of Marketing Officer (Panel); and
2. A comprehensive CV (not to exceed 3 pages).

Please note that omission of any or part of the 2 requested documents, as set out above, will render the application incomplete. Incomplete applications will not be considered for the next stage of the selection process.

**Closing Date**

**The closing date and time for applications is strictly 12pm (noon) on 17th May 2024. Applications received after the specified deadline cannot be accepted.**

If you do not receive an acknowledgement of receipt of your application within 2 working days of applying, please email **ntacareers@rsmireland.ie.**

**Marketing Officer (Panel) - Key Competencies**

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| **People Management** | Consults and encourages the full engagement of the team, encouraging open and constructive discussions  around work issues |
| Gets the best out of individuals and the team, encouraging good performance and addressing any performance issues that may arise |
| Values and supports the development of others and the team |
| Encourages and supports new and more effective ways of working |
| Deals with tensions within the team in a constructive fashion |
| Encourages, listens to and acts on feedback from the team to make improvements |
| Actively shares information, knowledge and expertise to help the team to meet its objectives |
| **Analysis & Decision Making** | Effectively deals with a wide range of information sources, investigating all relevant issues |
| Understands the practical implication of information in relation to the broader context in which s/he works –  procedures, divisional objectives etc. |
| Identifies and understands key issues and trends |
| Correctly extracts & interprets numerical information, conducting accurate numerical calculations |
| Draws accurate conclusions & makes balanced and fair recommendations backed up with evidence |
| **Delivery of Results** | Takes ownership of tasks and is determined to see them through to a satisfactory conclusion |
| Is logical and pragmatic in approach, setting objectives and delivering the best possible results with the  resources available through effective prioritisation |
| Constructively challenges existing approaches to improve efficient customer service delivery |
| Accurately estimates time parameters for project, making contingencies to overcome obstacles |
| Minimises errors, reviewing learning and ensuring remedies are in place |
| Maximises the input of own team in ensuring effective delivery of results |
| Ensures proper service delivery procedures/protocols/reviews are in place and implemented |
| **Interpersonal & Communication Skills** | Modifies communication approach to suit the needs of a situation/ audience |
| Actively listens to the views of others |
| Liaises with other groups to gain co-operation. |
| Negotiates, where necessary, in order to reach a satisfactory outcome |
| Maintains a focus on dealing with customers in an effective, efficient and respectful manner |
| Is assertive and professional when dealing with challenging issues |
| Expresses self in a clear and articulate manner when speaking and in writing |
| **Specialist Knowledge, Expertise and Self Development** | Displays high levels of skills/ expertise in own area and provides guidance to colleagues |
| Has a clear understanding of the role, objectives and targets and how they support the service delivered by the  unit and Department/ Organisation and can communicate this to the team |
| Leads by example, demonstrating the importance of development by setting time aside for development  initiatives for self and the team |
| **Drive & Commitment to Public Service Values** | Is committed to the role, consistently striving to perform at a high level |
| Demonstrates flexibility and openness to change |
| Is resilient and perseveres to obtain objectives despite obstacles or setbacks |
| Ensures that customer service is at the heart of own/team work |
| Is personally honest and trustworthy |
| Acts with integrity and encourages this in others |