
Job description

Date: 30 October 2024

Department: External Affairs, Communications and Marketing

Post number: 2338

Job title: **Marketing and Communications Assistant (Videography)**

Grade: Grade 6

Main purpose of job

Responsible for supporting the External Affairs, Communications and Marketing Department in the filming and editing of video for distribution to media, as well as, for use on the council's external website, social media channels and for internal communications within the council.

To be a member of the Campaigns, Press and Social team, which is responsible for profiling the work of the council to the media, as well as our residents, via our social media channels.

The postholder will report to the Senior Campaigns Press and Social Manager.

Be an ambassador for the Belfast City brand framework.

Summary of responsibilities and personal duties

1. Responsible for leading on the design and production of a variety of video and media content suitable for a range of internal and external contacts.
2. Responsible for filming and editing video news clips for distribution to media and for use on social media, as well as other video productions for both the external website and the intranet.
3. Set up and operate the facilities for media production. This includes lights, props, equipment, scripts and autocue etc.
4. Support the Campaigns, Press and Social team at events, including media briefings and launches, with the production and publication of video materials, including pieces to camera with elected members, civic dignitaries, stakeholders, and members of the public.
5. Responsible for the selection of appropriate video formats, locations and settings, according to the content request. This includes use of captioning and other accessibility requirements and ensuring video content is optimised for publication on the required platforms and channels.
6. Support the Campaigns, Press and Social team in managing the communications requirements of the Lord Mayor's Office. This will include working with civic dignitaries in relation to the production of video material for use across a range of media and digital channels.
7. Responsible for overseeing the storage and archiving of all video content for the council and for maintaining an up-to-date library of background (B roll) footage.
8. Support the Senior Campaigns, Press and Social Manager in providing a videography service for council teams, which includes both proactive and reactive work. This includes the development of a video briefing system and the evaluation of all work completed, contributing to a high-quality, time-effective service.
9. Provide advice on a range of video production requests and to work with the assigned Marketing and Communications Coordinator to ensure the video request is clearly planned out and the final content meets the council's production and editorial standards, prior to publication and distribution.
10. Work with the Senior Internal Communications Manager, when required, to deliver key messages through video filming to council staff. This will include planning, production, post-production, and evaluation.
11. Responsible for ensuring the reliability, consistency and quality of content produced and that it is in accordance with council branding and communications strategy.
12. Ensure the highest standard of video output across all platforms under the direction of the Campaigns Press and Social Manager.

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13. Liaise with, and support, the External Affairs, Communications and Marketing team in exploring and adopting new media technologies to deliver high quality video content, including exploring, and optimising the use of video on new and emerging social media platforms.
 14. Assist in monitoring and recording media coverage of the council and its associated activities, where required by the Senior Campaigns, Press and Social Manager.
 15. Participate in the successful delivery of the internal and external communications strategy for Belfast City Council.
 16. Organise and update the photographic library and provide still photography when required.
 17. Provide statistical data and other performance information as and when required.
 18. Assist in the management of media and communication functions of the department, to meet quality standards and timelines.
 19. Create and support an open communications culture and the sharing of knowledge within the team.
 20. Responsible for managing any temporarily assigned staff.
 21. Occasionally work outside normal office hours at key council events such as St Patrick's Day parade, Christmas lights switch-on, to be agreed in advance with the Senior Campaigns, Press and Social Manager.
 22. Participate, as directed, in the council's selection interview procedure.
 23. Act in accordance with the council and departmental policies and procedures including customer care, equal opportunities, health and safety and any pertinent legislation.
 24. Participate in all induction and in-service training provided by Belfast City Council and in the induction and support of all newly appointed staff and other human resource management procedures as appropriate.
 25. Undertake the duties in such a way as to enhance and protect the reputation and public profile of the council.
 26. Undertake such other relevant duties as may, from time to time, be required.

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.

Employee specification

Date: 21 November 2024

Department: External Affairs, Communications and Marketing

Post ID: CCOMSO001

Job title: **Marketing and Communications Assistant (Videography)**

Grade: Grade 6

Essential criteria

Qualifications and experience

Applicants **must**, as at the closing date for receipt of application forms:

- have a third level qualification in a relevant subject such as Multimedia Production, Digital Media Production, Graphic Design, Journalism, Communications or an equivalent relevant qualification; **and**
- be able to demonstrate on the application form, by providing personal and specific examples, at least one year's relevant experience, gained within a news organisation, press office or public relations environment, in each of the following three areas:
 - (a) producing content in video format using Adobe Flash, Adobe Premiere Pro, Audacity, Final Cut Pro or other digital editing software. This must include the following elements – filming, sound recording, graphics production, caption generation, titling, editing, dubbing and overlaying sound;
 - (b) tailoring and formatting video content for specific audience use, including online, for social media channels, for distribution to media and external contacts and for internal use; and
 - (c) managing video production requests and providing advice on how best to handle such requests.

Special skills and attributes

Applicants must be able to demonstrate, by providing personal and specific examples, evidence of the following special skills and attributes which may be tested and assessed as part of the selection process or at interview:

Technical knowledge

An understanding of video production issues and best practice including how information technology and new technologies can increase business efficiency, develop a positive image and reputation and contribute towards a strong media relations and communications strategy. The ability to produce, direct and create video content as well as full working knowledge of Final Cut Pro and Adobe Premiere Pro editing techniques.

Communication skills

A high degree of literacy with the ability to provide strong, visual material, for use online, on social media and internally. Effective and highly developed oral communication skills with the ability to convey ideas and information in a persuasive and influential manner.

Creativity and innovation skills

A high degree of creativity and innovation with the ability to plan, execute and evaluate creative video output, suitable for a range of platforms and channels, which can effectively convey the council's key messages and showcase our services and people, both inside and outside the organisation.

Work planning and organisational skills

The ability to operate effectively under pressure, to forward plan and to effectively prioritise taking into account short- and medium-term goals, service demands and the availability of resources.

Team-working skills

The ability to work in a team to ensure team working and deliver successful results.

Political and corporate sensitivity skills

An unbiased attitude with the skills to promote good public relations and the ability to maintain sound relationships with elected members, the media, the public and other bodies on a wide range of issues including those which are highly sensitive or confidential.

Short-listing criterion

In addition to the above qualification and experience, Belfast City Council reserves the right to short-list only those applicants who, as at the closing date for receipt of application forms, can demonstrate on the application form, by providing personal and specific examples, at least two years' relevant experience gained within a news organisation, press office or public relations environment, in each of the of the areas outlined above (a) – (c).

Belfast City Council

Terms and conditions of employment

Marketing and Communications Assistant (Videography) (Grade 6) (Permanent)

External Affairs, Communications and Marketing Department

Job applicant privacy notice

Belfast City Council is the Data Controller under the UK General Data Protection Regulation (UK GDPR) for the personal data it processes relating to job applicants. Processing data from job applicants allows the council to manage the recruitment process, assess and confirm an applicant's suitability for employment and decide to whom to offer a job. It may also need to process data from job applicants to respond to and defend against legal claims.

If you apply for this job, you will be consensually providing your personal data to the council whose lawful basis for processing it is for the performance of a task carried out in the public interest or in the exercise of official authority.

The council will collect a range of information about you, including:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, which may include benefit entitlements;
- whether or not you have a disability, or if your first language is not English, so that it can make reasonable adjustments, as required, during the recruitment process; and
- information about your entitlement or eligibility to work in the UK.

The council will collect this information in a variety of ways for example, by application forms, through forms of assessment, from interview or from your identity documents. It may also collect personal data about you from third parties, such as references, but it will only seek this data if you have been recommended for appointment to the post and it will inform you that it is doing this.

Your personal data will be shared internally within the council with staff who are involved in the recruitment process and, where necessary, between internal departments for the purpose of ensuring a fair, systematic and objective recruitment and selection process is in place. It may also be shared with external consultants appointed by the council for the purposes of candidate attraction and selection, or for the purpose of language interpretation where appropriate.

Your personal data will not be shared or disclosed to any other organisation without your consent unless the law permits or places an obligation on the council to do so. Your data will be stored in a range of different places including the recruitment file, the HR information management system and other IT systems such as email. It will be held and stored by the council in a safe and secure manner in compliance with data protection legislation and in line with the council's Records Retention and Disposal Schedule.

The council is also required to collect more sensitive personal data (known as special category personal data) in order to monitor applications for equal opportunities purposes. The equality monitoring information is removed from your application pack before your job application is considered and is retained in compliance with the council's Records Retention and Disposal Schedule. Your sensitive personal data will not be shared without your consent unless the law permits or places an obligation on the council to do so.

As a data subject, you have a number of rights. These include your right to:

- access and obtain a copy of your personal data on request;

- require the council to change incorrect or incomplete personal job applicant data; and
- require the council to delete or restrict processing your data.

If you have any queries regarding the processing of your personal data, please email jobs@belfastcity.gov.uk If you wish to contact the council's Data Protection Officer, please write to Belfast City Council, City Hall Belfast, BT1 5GS or send an email to dataprotection@belfastcity.gov.uk

Please see further details of the terms and conditions relating to this post set out below:

Appointment

The appointment will be made by the selection panel but will be subject to ratification by the director of the relevant department.

There is currently one permanent, full-time post.

There may be a reserve list of applicants drawn up for this post which would last for a maximum of 12 months. Should a similar post become vacant within this time, it may be offered to those on the reserve list, in order of merit, without further interview. For generic-type posts, this may include posts in another department. **These posts may be either full-time, part-time or job-share on a permanent, temporary or fixed-term basis.**

If you are offered and you accept a temporary position e.g. a temporary part-time position for 3 months, and another temporary part-time position arises from the same recruitment campaign e.g. for 1 year, regardless of whether or not you are still working in your temporary part-time position, you will not be offered any further temporary part-time position. However, in certain circumstances, when all relevant applicants on the reserve list for temporary vacancies, full-time or part-time, have been offered opportunities for which they expressed a preference on their application form, and if the timing of the reserve list is still valid and there are still temporary vacancies to fill before the reserve list expires, the council reserves the right to 'revisit' the reserve list in strict order of merit. This is the only time when an individual who has been appointed to a temporary position e.g. a temporary part-time position can be offered another temporary part-time position.

If a similar post does become vacant within this time, it will be offered to candidates on the reserve list in the following way:

1. Candidates will be initially contacted by telephone and **must** respond within three working days to accept or decline the post.
2. Candidates who cannot be contacted by telephone will be contacted by letter and **must** respond by telephone or by return of acceptance form within five working days of the date of the letter.

If candidates do not respond within the above time frames, the post will be offered, in order of merit, to the next person on the reserve list. The names of those candidates who have not responded within the above timeframes will be retained on the reserve list, in order of merit, to be considered for future vacant posts.

However, if candidates have been contacted on three separate occasions, and they have not responded within the above timeframes on these three occasions, the council will assume that they are no longer interested in the post and their names will be removed from the reserve list.

Should your contact telephone numbers or your address change since you submitted your application form, it is your responsibility to notify the HR Employee Resourcing Unit by emailing jobs@belfastcity.gov.uk with your new contact details.

Job details

Job description: please refer to the job description for details of the duties of the post.

Employee specification: please refer to the attached employee specification for details of any qualifications, experience etc. which are required for the post. Should an applicant be

recommended for appointment to this post, they will be required to produce official original proof of any qualifications they relied upon to support their application. Please also be advised that an applicant must provide evidence to demonstrate that they were in possession of such qualifications at the closing date for applications.

Remuneration

The salary will be determined by the council in line with that determined by the National Joint Council for Local Government Services, currently Grade 6, SCP 25 to 28, £35,235 - £37,938 per annum in normal circumstances, the starting salary is the minimum point), paid monthly by direct payment by the Bankers Automated Clearing System (BACS) to a bank or building society account of your choice.

Location

The person appointed will be based initially in the City Hall, Belfast, but will be required to work in and/or visit other locations.

Pre-employment checks

Prior to taking up duty the person recommended for appointment must:

- (a) Enter into an agreement which sets out the main terms and conditions of employment.
- (b) Provide evidence of the right to work and reside in the UK via either:
 - a digital identity check via the council's Identity Service Provider (IDSP). To use this method, you will need to hold a current UK or Irish biometric passport or passport card.
 - or
 - an original full UK birth certificate and original proof of national insurance number (for example, via national insurance card, P45 or payslip etc). No temporary national insurance numbers can be accepted.Individuals who do are unable to provide evidence of their right to work and reside in the UK via either of the methods above, must inform the council and a list of any official alternative documentation will be made available to them.
- (c) Produce official evidence of their qualifications as required. Please be advised that candidates must provide evidence to demonstrate that they were in possession of them at the closing date for applications.
- (d) Provide details of the bank or building society account to which their salary or wage will be lodged.
- (e) Provide two satisfactory work references. If suitably satisfactory references are not received, they will not be offered the appointment.
- (f) Pass satisfactorily a medical assessment by the council's Occupational Health Service provider.
- (g) Complete a disclosure of family relationships form.
- (h) Complete a disclosure of criminal convictions form, under the Rehabilitation of Offenders (NI) Order 1978. All applicants who are recommended for appointment to a post within Belfast City Council must provide details in respect of any criminal convictions which are not regarded as 'spent' convictions. Any disclosed convictions will be taken into account only when the conviction is considered relevant to the post and will be seen in the context of the job, the nature of the offence and the responsibility for the care of existing client/customer and employees.

If the person appointed acquires a conviction throughout the course of their employment with Belfast City Council, they must bring this to the attention of their line manager/departmental HR representative. Failure to comply with this request can result in a breach of the terms and conditions of employment and may result in sanction or dismissal. Any information will be dealt with confidentially and help is available.

Council policies

The person appointed will be required to comply with all current and future council policies, procedures, guidelines, agreed working practices and any relevant collective agreements incorporated into the contract of employment.

Conditions

The general conditions of service as prescribed from time to time by the National Joint Council for Local Government Services and by the council for its officers shall apply to the appointment and the Single Status Implementation Agreement dated 2007 as renegotiated from time to time is hereby incorporated into the contract of employment.

A copy of the council's Disciplinary Procedure and Grievance Procedure will be issued to all new employees at the council's Induction Course.

Please note if you are an applicant with previous local authority service in England, Scotland, Wales etc., you are advised to clarify your particular situation with regard to the continuity of this service, prior to accepting an offer of appointment from Belfast City Council.

Service and hours of duty

The hours of duty are 37 per week, working five days per week, Monday to Friday. Flexible working hours are in operation between 7.30am and 6.30pm, with set core times that the person appointed must be in work. However, the person appointed will be required to start and finish work at specific times that suit the operational needs of the service and they will, when advised, be required to work outside of these hours for operational reasons including on extra statutory, bank and/or public holidays.

In accordance with the National Joint Council for Local Government Services National Agreement on Pay and Conditions of Service variations to the established working week or patterns of work will be reasonable and subject to adequate notice.

Annual leave

Annual leave and extra statutory, bank or public holiday entitlement is calculated in hours/minutes.

A person appointed on the standard full-time hours of 37 per week will be entitled to 177.6 hours (24 days) annual leave, plus 88.8 hours (12 days) bank or other holidays.

Annual leave entitlement will be increased by 37 hours (5 days) in the case of officers who have not less than 5 years' continuous service and by a further 22.2 hours (3 days) in the case of officers who have not less than 10 years' continuous service.

Figures in brackets represent the number of days based upon a standard day of 7.4 hrs.

For individuals who do not work the standard full-time hours, annual leave and extra statutory, bank or public holiday entitlement will be calculated on pro rata basis to their contracted hours, based on the standard full-time hours of 37 per week and a standard day of 7.4 hours (i.e. 7 hrs 24 minutes).

Employees are entitled to a holiday with a normal day's pay for each of the statutory, general and public holidays as they occur. Where the balance of the employee's public / bank and statutory holiday entitlement has been exhausted, additional leave taken for public / bank and statutory holidays will be deducted from the employee's annual leave entitlement.

All employees required to work on extra statutory, bank or public holidays will be remunerated in accordance with Part 3, paragraph 2 of the National Joint Council for Local Government Services National Agreement on Pay and Conditions of Service.

The leave year commences on 1 April. If an employee starts part way through the annual leave year, the employee will receive annual leave entitlement on a pro rata basis, calculated on the number of days remaining in the current leave year from the first day of employment.

Sick leave

This scheme is intended to supplement Statutory Sick Pay and Incapacity Benefit so as to maintain normal pay during defined periods of absence on account of sickness, disease, accident or assault. Absence in respect of normal sickness is entirely separate from absence through industrial disease, accident or assault arising out of or in the course of employment with a local authority. Periods of absence in respect of one shall not be set off against the other for the purpose of calculating entitlements under the scheme. Employees are entitled to receive sick pay for the following periods:

During first year of service	one month's full pay and (after completing four months service) two months half pay
During second year of service	two months' full pay, and two months' half pay
During third year of service	four months' full pay, and four months' half pay
During fourth and fifth years of service	five months' full pay, and five months' half pay
After five years' service	six months' full pay, and six months' half pay

Superannuation

The person appointed will automatically become a member of the Local Government Pension Scheme (Northern Ireland) LGPS (NI) in line with scheme regulations. They may opt out of the scheme. However, the council is required to comply with automatic enrolment provisions and will automatically enroll the person appointed at certain times. Appointees (including for casual posts), who do not meet the criteria for immediate automatic enrolment, can opt to join the scheme by contacting Payroll in writing (email payroll@belfastcity.gov.uk). The LGPS (NI) is administered by Northern Ireland Local Government Officers' Superannuation Committee (NILGOSC) (www.nilgosc.org.uk).

Canvassing

Canvassing in any form, oral or written, direct or indirect, will disqualify an applicant for appointment. Candidates can, however, contact the relevant department for further information about the post. The person from the relevant department who provides further information should not be a member of the selection panel.

Notice

The minimum period of notice to be given by an employee shall normally be the ordinary period from one payment of salary or wages to the next.

Belfast City Council may terminate an employee's employment with the council by giving the following period of notice:

Continuous service	Period of notice
One month or more but less than two years	Not less than one week
Two years or more but less than twelve years	Not less than one week for each year of continuous service
12 years or more	Not less than 12 weeks

Probationary period

The person appointed may be required to complete a six-month probationary period, if this is a requirement of the relevant department, and during this time one week's notice will be given by the council to terminate employment.

Interview expenses

Reimbursement of interview expenses is not available.

Receipt of applications

Completed applications must be received by jobs@belfastcity.gov.uk by **4pm on Monday, 23 December 2024**.

Please note that it is the candidate's responsibility to ensure that their application form is submitted and received in the Human Resources Section via jobs@belfastcity.gov.uk by this closing date and time. Application forms must be submitted as an email attachment. Due to the council's Computer Use Policy and security protocols, storage services such as SkyDrive are not accessible.

Applications submitted as a link to a storage service will not be accepted. No late application forms will be considered. No application forms, or supporting information in respect of an already submitted application form, will be considered after this date and time. Applications will not be accepted by fax.

We are unable to issue or receive any hard copy application forms, either by post or hand-delivered.

Short-listing and interview date

It is envisaged that short-listing for this post will take place on **Thursday, 9 January 2025**. Whilst no specific testing or assessment arrangements are anticipated for this post, depending on the volume of applicants, the council reserves the right to include these mechanisms as part of the selection process. It is also envisaged that interviews will be held on **Thursday 16 and, or Friday 17 January 2025**.

The council will make all reasonable efforts to accommodate applicants who are unavailable on the specified interview date but it is under no obligation to do so.

Belfast City Council

Application for appointment as:

Marketing and Communications Assistant (Grade 6)

(There is currently one permanent full-time post. Other full-time, part-time, job share, temporary and permanent posts may be filled from a reserve list.)

External Affairs, Communications and Marketing Department

Name of Applicant:

Address:

The closing date for applications is **4pm on Monday, 23 December 2024.**

Completed application forms should be emailed to jobs@belfastcity.gov.uk and you will receive an automatic acknowledgement reply when your application has been received. If you don't receive an automatic acknowledgement reply within 30 minutes, please email jobs@belfastcity.gov.uk again to query this and, or confirm receipt of your application form (office hours are normally Mon-Thurs 8.30am-5pm, Fri 8.30am-4.30pm). You must receive an automatic acknowledgement reply **before** the closing date and time as we will not be able to accept applications that are sent but not received before the closing date and time.

Please note we are unable to issue or receive any hard copy application forms either by post or hand delivered. All application forms must be emailed to jobs@belfastcity.gov.uk

If you have a disability and require any reasonable adjustments, or your first language is not English and you require any assistance with any aspect of our recruitment and selection process, please call 028 9027 0640

Belfast City Council is an equal opportunities employer and we welcome applications from all sections of the community



**Belfast
City Council**

In addition to filling the immediate vacancy, we also intend to create a reserve list of successful applicants, in strict order of merit based on performance at interview. We anticipate that this list will last for 12 months, or until it is exhausted, whichever is sooner.

Therefore, should a similar post to the immediate vacancy become available within this time we may offer it to those on the reserve list, in order of merit, without further interview.

These posts may be either on a permanent or temporary (including fixed term) basis and may be working full-time, part-time or job share hours.

Please indicate below whether you would be interested in a permanent or temporary (including fixed term) post working full-time, part-time or job share hours by ticking the appropriate box.

If you are interested in both permanent and temporary (including fixed term) positions, please tick (✓) both boxes.

Contract type:

Permanent **Temporary (including fixed term)**

Hours of work:

Full-time **Part-time** **share**

You can apply for all positions and, if appointed to the reserve list, you will be considered for permanent and temporary vacancies and for full-time, part-time and job share hours.

If you apply for all positions, you can accept an offer of temporary employment without giving up your right to be considered for a permanent post. Similarly, you can accept a post working part-time or job share hours without giving up your right to be offered a post working full-time hours.

It is important to note: If you are placed on the reserve list, you will only be offered vacant posts on the basis of the information you have provided above. For example, if you have ticked that you are applying for a permanent position only and a temporary position becomes available, we will not offer you this temporary post. Similarly, if you have ticked that you wish to be considered for full-time hours only and a part-time post becomes available, we will not offer you this part-time post.

Section 1: Personal details

Are you currently employed by Belfast City Council?

Yes No

If yes, please enter your staff number:

Have you been previously employed by Belfast City Council?

Yes No

If yes, please state your reason for leaving:

1. Your details

(a) Title: (Mr, Mrs, Ms, Miss, Mx, Dr etc)

(b) Forenames:

(c) Preferred name:

(d) Surname:

2. Contact details

(a) Telephone number:

(b) Email address:

(c) Address 1:

(d) Address 2:

(e) Town:

(f) County:

(g) Postcode:

3. Other information

National insurance number:

Section 2: Qualifications and employment history

4. Qualifications

- (a) Details of qualifications obtained (please refer to employee specification):
 Please state name, level and grade of qualification, the year attained and the examining body or university/college which awarded your qualification as this information may be needed by the selection panel.
Applicants must, as at the closing date for receipt of application forms, have a third level qualification in a relevant subject such as Multimedia Production, Digital Media Production, Graphic Design, Journalism, Communications or an equivalent relevant qualification.
Please detail your relevant qualification below:

Year:	Examining body / University / College:	Level of qualification:	Subject:	Grade or mark:

- (b) If you are applying for a post on the basis of a qualification which is not stated on the employee specification but which you consider to be equivalent, please list the main topics and modules below to demonstrate how you feel it is equivalent in terms of level, breadth, depth and content etc. Please also provide any further information which you feel supports your case.
 (The selection panel will make the final decision on the relevance and equivalence of your qualification.)

Year:	Examining body / University/College:	Level of qualification:	Subject and modules studied:	Grade or mark

Any other support evidence as to the equivalence of the qualifications stated, for example, breadth of overlap with qualification as detailed in the employee specification:

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Employment history

(c) Details of current employment and current position held:

Name and address of current employer (if any):	Exact date employment commenced (dd/mm/yyyy):	Position held with current employer:	Salary:

(d) Details of previous employment and positions held:

Name and address of previous employer(s):	From: (dd/mm/yyyy)	To: (dd/mm/yyyy)	Position(s) held:	Salary:

Section 3: Experience

5.

You must complete the application form in either typescript (Arial font size 11) or legible hand-writing using black ink. You must limit your text in this section, i.e. (a) to (c), to no more than one A4 page per criterion. You must not use continuation sheets. If you submit more than one page per criterion, the short-listing panel will only consider the first page of information and you may not be short-listed.

Applicants **must**, as at the closing date for receipt of application forms, be able to demonstrate by providing personal and specific examples on the application form, that they meet the experience as stated in the employee specification.

Essential criteria

Applicants **must**, as at the closing date for receipt of application forms, be able to demonstrate on the application form, by providing personal and specific examples, at least one year's relevant experience, gained within a news organisation, press office or public relations environment, in each of the following three areas:

- (a) producing content in video format using Adobe Flash, Adobe Premiere Pro, Audacity, Final Cut Pro or other digital editing software. This must include the following elements – filming, sound recording, graphics production, caption generation, titling, editing, dubbing and overlaying sound;
- (b) tailoring and formatting video content for specific audience use, including online, for social media channels, for distribution to media and external contacts and for internal use; and
- (c) managing video production requests and providing advice on how best to handle such requests.

Short-listing criterion

In addition to the above qualification and experience, Belfast City Council reserves the right to short-list only those applicants who, as at the closing date for receipt of application forms, can demonstrate on the application form, by providing personal and specific examples, at least two years' relevant experience gained within a news organisation, press office or public relations environment, in each of the of the areas outlined above (a) – (c).

In boxes (a), (b) and (c), please provide the following detail:

- (a) You must clearly state the start and end dates of your experience including the number of years' experience you have in this area. You must clearly detail the content you produced, what video format you utilised to do the following filming, sound recording, graphics production, caption generation, titling, editing, dubbing and overlaying sound, etc.
- (b) You must clearly state the start and end dates of your experience including the number of years' experience you have in this area. You must clearly detail the video content you tailored and formatted, the audience range this was for; including online, for social media channels, distribution to media and external contacts and for internal use.
- (c) You must clearly state the start and end dates of your experience including the number of years' experience you have in this area. You must clearly detail your experience managing video production requests, the range of advice you provided, how did you handle such requests, any issues or problems you encountered, how you managed these, etc.

(a)

Please demonstrate in this box, by providing personal and specific examples, that you have at least one year's relevant experience of producing content in video format using Adobe Flash, Adobe Premiere Pro, Audacity, Final Cut Pro or other digital editing software. This must include the following elements – filming, sound recording, graphics production, caption generation, titling, editing, dubbing and overlaying sound.

(Please note, Belfast City Council reserves the right to short-list only those applicants who can demonstrate at least two years' experience in this area)

Continuation sheets must not be used

(b)

Please demonstrate in this box, by providing personal and specific examples, that you have at least one year's relevant experience of tailoring and formatting video content for specific audience use, including online, for social media channels, for distribution to media and external contacts and for internal use.

(Please note, Belfast City Council reserves the right to short-list only those applicants who can demonstrate at least two years' experience in this area)

Continuation sheets must not be used

(c)

Please demonstrate in this box, by providing personal and specific examples, that you have at least one year's relevant experience of managing video production requests and providing advice on how best to handle such requests.

(Please note, Belfast City Council reserves the right to short-list only those applicants who can demonstrate at least two years' experience in this area)

Continuation sheets must not be used

Section 4: Other information

6. Notice required to terminate present position:

7. If you are not currently employed by Belfast City Council, please provide the required information of two persons not related to you, to whom references may be sent. Both of your referees must be either your current or previous employers (if applicable). Both should be able to comment on your ability to carry out the particular tasks of the job. If you do not wish us to contact your present employer, please provide your most recent previous employer.

1. Current or previous employer (if any)

Name:

Job title:

Name of organisation:

Address (including post code):

Contact telephone:

Email address:

2. Other employer referee (or character reference if applicable):

Name:

Job title (if applicable):

Name of organisation (if applicable):

Address (including post code):

Contact telephone:

Email address:

I certify that the above information is correct and understand that any false or misleading information, if proved, may result in no further action being taken on this application, or, if appointed, dismissal from the service of the council.

Signed:

Date:

Equal opportunity monitoring form

HR Reference number: 0000002907/

Belfast City Council is committed to ensuring that all eligible persons have equality of opportunity for employment and advancement in the council on the basis of ability, qualifications and aptitude for the work. To ensure the effective implementation of the Equal Opportunities Policy all applicants are requested to complete the following questionnaire. This questionnaire will be removed from your application form and will be strictly controlled in accordance with the Code of Practice on Monitoring agreed with Trade Unions.

This questionnaire will not be seen by either the short-listing or interview panels.

Personal details:Date of birth: **Gender Identity:****What best describes your gender?**Man Woman Non-binary Prefer not to say I use another term (for example, Intersex), please specify: **Do you consider yourself to be trans* or transgender**?**Yes No Unsure Prefer not to say

* Trans can be used as an umbrella term to describe people whose gender is not the same as, nor does it sit comfortably with, the sex they were assigned at birth. Trans people may describe themselves using one or more of a wide variety of terms e.g. transgender, transsexual, gender-queer (GQ), gender-fluid, non-binary, crossdresser, genderless. The use of trans as an umbrella term may not be acceptable to all transgender people.

** Someone who intends to transition, is transitioning or has transitioned from the gender they were assigned at birth.

Family status:Married Single Divorced Separated Widowed Cohabitant Civil partnership Dissolved civil partnership Prefer not to answer Other, please specify **Ethnic origins:**White Indian Pakistani Bangladeshi Chinese Irish Traveller Black African Black Caribbean Prefer not to answer Black other, please specify Mixed ethnic group, please specify Other, please specify

Please state your nationality or citizenship (for example, British, Irish, Polish):

Official use only:Dob Gender Identity Status Ethnic origin Nation

Persons with and without a disability:

A person has a disability if they have “a physical or mental impairment which has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities” (Disability Discrimination Act, 1995)

Do you, in accordance with the above, have a disability?

Yes

No

Prefer not to answer

Disability

If yes, please state nature of disability:

If No, have you ever had a disability?

Yes

No

Prefer not to answer

History

While the selection panel will be made aware that you have a disability for the purposes of operating the Guaranteed Interview Scheme, they will not know the nature of your disability or if you need any reasonable adjustments as part of the recruitment and selection process unless you advise them.

Therefore, if you require any reasonable adjustments as part of the recruitment and selection process, please outline them:

If you wish to discuss any of this information further or you require any further clarification about the Guaranteed Interview Scheme, please feel free to contact our Helpline on **(028) 9027 0640** and we will be happy to help.

In addition, if you are aware of any adjustments that you will require, should you be successful in obtaining the job, please outline them:

Official use only:

Persons with and without dependants:

If yes, please tick the relevant box(es) below- you may tick more than one box

Do you look after or are you responsible for caring for anyone? Yes No

Dependants

If yes, please tick the relevant box(es) below- you may tick more than one box

Children Relative A person with a disability
Prefer not to answer
Other, please specify:

Sexual orientation:

What best describes your sexual orientation?

Bi
Gay/lesbian
Heterosexual/straight
Prefer not to say
I use another term, please specify:

Orientation

Religious affiliation or community background:

The council is required by The Fair Employment and Treatment (NI) Order 1998 to monitor the perceived religious affiliation or community background of its employees and applicants. In accordance with the Monitoring Regulations 1999, we are asking you to indicate the community to which you belong by ticking the appropriate box below:

I am a member of the Protestant community
I am a member of the Roman Catholic community
I am a member of neither the Protestant nor Roman Catholic communities
Prefer not to answer

Code
Method

Please note: If you do not complete this section, we are encouraged to use the 'residuary' method, which means that we can make a determination on the basis of personal information on your application form.

Religious belief or tradition:

Please specify your religious belief, for example, Christian, Hindu, Muslim:
No religious belief
Not disclosed

Religious belief

Additional information:

To monitor the effectiveness of our advertising, please indicate where you saw this job advertised:

Belfast Telegraph Irish News Newsletter
Sunday Life Specialist journal LinkedIn
Council trawl Council website Nijobfinder.co.uk
Facebook Twitter Word of mouth
Department of Learning, Jobs and Benefits Executive search Localgovernmentjobsni.gov.uk
Other, please state where: