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# Job description

**Date:** 16 July 2024

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**Department:** External Affairs, Communications and Marketing

**Post number:** 1826

**Job title:** **Web Editor**

**Grade:** Grade 6

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## Main purpose of job

The post holder will be responsible to the Online Customer Experience Manager for:

- managing, developing and designing content on websites as part of a web editing team;
- writing and editing content for our websites and digital channels, manipulating graphics and repurposing multimedia content;
- making sure that standards are maintained in relation to online content including compliance with legislation and guidelines;
- liaising with internal departments, advising them on the most effective and efficient way to communicate clearly and effectively through digital channels including web and social networking;
- working closely with staff in our IT section to deliver quality internet services and new technologies.

Be an ambassador for the Belfast City brand framework.

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## Summary of responsibilities and personal duties

1. To write, edit, prioritise and update content on Belfast City Council website and other commercial sites relating to council services, for example, Belfast Zoo.
2. To manage and maintain high quality web content, which is accurate, timely and offers a satisfactory user experience for both the casual browser and the person seeking specific information.
3. To liaise with our IT section to improve functionality of our websites for example, by reporting faults.
4. To work with other departments to assess web and digital information needs and provide advice and suggestions to develop content rich sites that meet the changing needs of customers and corporate agendas.
5. To play a leading role in content planning for all digital channels: including researching new content, graphics, images, designs and layouts in line with new developments, applications and web techniques; and prioritising the publishing of information.
6. To contribute to the development of corporate web, social media and video style guidelines and policies.
7. To monitor content publishing to make sure that we adhere to our corporate content standards and challenge inappropriate content.
8. To ensure compliance with legislative and government guidelines, for example, accessibility and usability.
9. To match content to users' needs through analysis of search logs and website usage statistics; and conduct monitoring and evaluation to make sure that our online services are useful, usable and used.
10. To update all the council's digital channels and develop innovative ideas to develop these channels to contribute to the delivery of the marketing and communications strategy and Belfast city brand framework.
11. To maintain a high level of corporate awareness ensuring digital information is captured, analysed and reported upon for the various media channels.
12. To work as an effective team member within the Marketing and Corporate Communications Section.
13. To participate in the successful delivery of the internal and external communications strategy for Belfast City Council.
14. To participate as directed in the council's recruitment and selection procedures.
15. To act in accordance with the council and departmental policies and procedures including customer care, equal opportunities, health and safety, safeguarding and any pertinent legislation.
16. To 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

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management policies and procedures, as appropriate, including absence management, disciplinary and grievance procedure.

17. To undertake the duties in such a way as to enhance and protect the reputation and public profile of the council.
18. To 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.**

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# Employee specification

**Date:** 16 July 2024

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**Department:** External Affairs, Communications and Marketing

**Post number:** 1826

**Job title:** **Web Editor**

**Grade:** Grade 6

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## Essential criteria

Applicants **must**, as at the closing date for receipt of application forms and throughout the selection process, be current employees or agency assignees of Belfast City Council.

## Experience

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, in a professional capacity, of carrying out each of the following three areas for an organisation:

- a) writing digital content in plain English to tight deadlines for a wide-ranging audience;
- b) analysing and measuring customer usage of digital channels to ensure accessible communications; **and**
- c) using MS Office, Photoshop and a content management package, or equivalent packages.

## Special skills and attributes

Applicants **must** be able to demonstrate evidence of the following special skills and attributes which may be tested at interview.

**Communication skills:** a high degree of literacy with the ability to write reports, draft press statements, newspaper articles and provide written materials for on-line publications, including web and social media. Effective oral communication skills with the ability to convey ideas and information in a persuasive and influential manner and to issue clear instruction to staff and provide media advice and support to senior management, elected members or non-executive board members.

**Analytical and decision-making skills:** the ability to analyse complex situations and take appropriate decisive action with an understanding of the possible wider corporate implications of such action.

**Work planning and organisational skills:** the ability to operate effectively under pressure, to plan and effectively prioritise taking into account short- and medium-term goals, service demands and the availability of resources.

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**Team working skills:** the ability to work in a team to ensure team working and deliver successful results.

**Political and corporate sensitivity skills:** the ability to promote good public relations and 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 with an unbiased attitude.

**Technical knowledge:** an understanding of media relations issues and best practice including how information technology and new technologies can increase business efficiency.

**Local government knowledge:** an awareness of how local government and other public bodies operate.

## Short-listing criteria

In addition to the above experience, Belfast City Council reserves the right to shortlist only those applicants who, as at the closing date for receipt of application forms:

- in the first instance, have a third level qualification in a relevant subject such as Journalism, Communications, Multi-media, Marketing, Digital Marketing, Business Studies, English, or equivalent qualification; **and**
- in the second instance, can demonstrate on the application form, by providing personal and specific examples, at least two years' relevant experience, in a professional capacity, of carrying out each of the three areas, detailed above, for an organisation.

## **Belfast City Council**

### **Terms and conditions of employment**

#### **Web Editor (Grade 6)**

#### **‘Temporary cover’ post for nine months, subject to review**

#### **External Affairs, Communications and Marketing Department**

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##### **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](mailto: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](mailto: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 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.

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](mailto:jobs@belfastcity.gov.uk) with your new contact details.

**This is a 'temporary cover' post for nine months, subject to review. An existing permanent employee of Belfast City Council will, if successful, be appointed on the basis of undertaking a 'temporary cover' post with the right to return to their substantive post at the conclusion of the 'temporary cover' post. An existing temporary or fixed term contract employee will, if successful, be appointed on the basis of a further temporary or fixed term contract into a 'temporary cover' post but with no automatic right to revert back to their original temporary or fixed term contract post. Similarly, an existing agency assignee will, if**

successful, be appointed on the basis of a 'temporary cover' post but with no automatic right to revert back to their original agency assignment. Temporary and fixed term contract employees and agency assignees should give consideration to this prior to applying or accepting this post.

For internally trawled permanent or temporary project/cover/review posts, candidates must remain current employees or agency assignees throughout the selection process in order to be recommended for appointment. Candidates who are no longer current employees or agency assignees as at the short-listing, testing/assessment or interview stage will not be eligible to progress through the process; even if they were an employee or agency assignee at the closing date for receipt of applications. Similarly, if placed on the reserve list, candidates must still be current employees or agency assignees as at the point in time that a vacancy arises. Candidates who are no longer Belfast City Council employees or agency assignees will not be offered any future vacant posts from a reserve list, even if the timing of the reserve list is still valid.

### **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 etc. 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 etc. 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, currently Grade 6, SCP 25 to 28, £33,945 - £36,648 per annum plus 10% out of hours allowance after one month, where appropriate (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) If applicable, 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.**

Please note that if an applicant is recommended for appointment, they must complete the pre-employment checks, outlined above, within 10 working days or consideration will be given to withdrawing the recommendation for appointment and no formal offer of appointment will be made. After pre-employment checks are complete, an applicant must formally accept and commence employment in this post within four weeks.

### **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](mailto:payroll@belfastcity.gov.uk)). The LGPS (NI) is administered by Northern Ireland Local Government Officers' Superannuation Committee (NILGOSC) ([www.nilgosc.org.uk](http://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:

<b>Continuous service</b>	<b>Period of notice</b>
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

**It is usual to give one week's notice to terminate this 'temporary cover' post arrangement. Your statutory notice periods which relate to your substantive post with the council remain unchanged.**

## 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](mailto:jobs@belfastcity.gov.uk) by 4pm on **Friday, 9 August 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](mailto: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 **Wednesday, 21 August 2024**.

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 via MS Teams on **Thursday, 29 and, or Friday, 30 August 2024**.

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:

### Web Editor (Grade 6)

'Temporary cover' post for nine months, subject to review

(Applicants must be current employees or current agency assignees of Belfast City Council as at Friday, 9 August 2024 and throughout the selection process)

External Affairs, Communications and Marketing Department

Name of Applicant:

Address:

The closing date for applications is **4pm on Friday, 9 August 2024**

Completed application forms should be emailed to [jobs@belfastcity.gov.uk](mailto:jobs@belfastcity.gov.uk) and you will receive an automatic reply when your application has been received. If you don't receive an acknowledgement within 30 minutes, please call 9027 0640 to confirm receipt (office hours are normally Mon-Thurs 8.30am-5pm, Fri 8.30am-4.30pm). You must confirm receipt **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](mailto: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**



**Section 1: Personal details**

Are you currently employed by or an agency assignee of Belfast City Council?

**(If you only work within Belfast City Council on a casual basis please mark your answer as No [see below])?** Yes  No

Are you a current casual worker with Belfast City Council?

**(Please note: casual workers are ineligible for this post.)** Yes  No

**1. Your details**

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

(b) Forenames:

(c) Preferred name:

(d) Surname:

**2. Contact details**

(a) Work telephone number:

(b) Mobile number:

(c) Preferred contact number:

(d) Email address:

(e) Address 1:

(f) Address 2:

(g) Town:

(h) County:

(i) Postcode:

**3. Other information**

National insurance number:

I certify that the information that I have supplied in this form is correct and I 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:

**Section 2: Qualifications and current position held**

**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.  
**Please note, Belfast City Council reserves the right to short-list, in the first instance, only those applicants who, as at the closing date for receipt of applications, have a third level qualification in a relevant subject such as Journalism, Communications, Multi-media, Marketing, Digital Marketing, Business Studies, English, or equivalent qualification.**  
**If applicable, 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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- (c) **Current position held:**

Current Job Title:	Grade:	Date appointed:

### **Section 3: Experience**

**5.**

**You must complete this form in either typescript (Arial font size 11) or legible hand-writing using black ink. You must limit your text in the next section to no more than one A4 page. You must not use continuation sheets. If you submit more than one page, 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**

##### **Experience**

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, in a professional capacity, of carrying out each of the following three areas for an organisation:

- a) writing digital content in plain English to tight deadlines for a wide-ranging audience;
- b) analysing and measuring customer usage of digital channels to ensure accessible communications; **and**
- c) using MS Office, Photoshop and a content management package, or equivalent packages.

##### **Short-listing criteria**

In addition to the above experience, Belfast City Council reserves the right to shortlist only those applicants who, as at the closing date for receipt of application forms:

- in the first instance, have a third level qualification in a relevant subject such as Journalism, Communications, Multi-media, Marketing, Digital Marketing, Business Studies, English, or equivalent qualification; **and**
- in the second instance, can demonstrate on the application form, by providing personal and specific examples, at least two years' relevant experience, in a professional capacity, of carrying out each of the three areas, detailed above, for an organisation.

##### **In boxes (a) to (c), please provide the following detail:**

(a) You must clearly state the start and end dates of your relevant experience including the number of years' experience you have in this area. You must clearly detail your experience of writing digital content in plain English in a professional capacity; the organisation in which you gained this experience; the type of digital content that you wrote; the tight timescales involved; the range of audience, etc.

(b) You must clearly state the start and end dates of your relevant experience including the number of years' experience you have in this area. You must clearly detail your experience of analysing and measuring customer usage of digital channels in a professional capacity; the organisation in which you gained this experience; the steps that you took to analyse and measure customer usage of digital channels; any tools that you used to assist you with this; how this ensured accessible communications for the organisation, etc.

(c) You must clearly state the start and end dates of your relevant experience including the number of years' experience you have in this area. You must clearly detail your experience of using MS Office, Photoshop and a content management package or equivalent packages in a professional capacity; the organisation in which you gained this experience; what you used MS Office, Photoshop and a content management package for, etc.

**(a)**

Applicants **must** demonstrate here, by providing personal and specific examples, that they have at least one year's relevant experience, in a professional capacity, of writing digital content in plain English to tight deadlines for a wide-ranging audience for an organisation.  
**(Please note, Belfast City Council reserves the right to short-list, in the second instance, only those applicants who can demonstrate at least two years' relevant experience in this area)**

Continuation sheets must not be used



**(b)**

Applicants **must** demonstrate here, by providing personal and specific examples, that they have at least one year's relevant experience, in a professional capacity, of analysing and measuring customer usage of digital channels to ensure accessible communications for an organisation. **(Please note, Belfast City Council reserves the right to short-list, in the second instance, only those applicants who can demonstrate at least two years' relevant experience in this area)**

Continuation sheets must not be used

**(c)**

Applicants **must** demonstrate here, by providing personal and specific examples, that they have at least one year's relevant experience, in a professional capacity, of using MS Office, Photoshop and a content management package, or equivalent packages for an organisation.  
**(Please note, Belfast City Council reserves the right to short-list, in the second instance, only those applicants who can demonstrate at least two years' relevant experience in this area)**

Continuation sheets must not be used

**Equal opportunity monitoring form**

HR Reference number: 0000002645/

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:**

How do you define your gender?

Male

Female

Prefer not to answer

I use another term (for example, Intersex, non-binary), please specify:

**Do you consider yourself to be trans\* or transgender\*\*?**

Yes

No

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:

**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

**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:

**Official use only:**

Dependants

**Sexual orientation:**

**What best describes your sexual orientation?**

Bi

Gay/lesbian

Heterosexual/straight

Prefer not to answer

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