

Languages Connect | Post-Primary Languages  
Ireland

Open competition for the appointment of  
Marketing & Social Media Co-ordinator

Information Booklet

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## 1. The Appointment

Languages Connect is an awareness-raising campaign promoting all the personal, social, professional and economic benefits of foreign language learning. It is facilitated by Post-Primary Languages Ireland (PPLI) and funded by the Department of Education.

PPLI wishes to appoint a Marketing and Social Media Co-ordinator to support the implementation of the Languages Connect strategy. Further details about the Languages Connect Awareness Raising campaign is available at [www.languagesconnect.ie](http://www.languagesconnect.ie) and on our various social media platforms Facebook, Instagram, Youtube and Twitter. For more information about PPLI check out [www.ppli.ie](http://www.ppli.ie)

We are an enthusiastic and hard-working team of education and marketing professionals who manage a wide-range of events, campaigns and resources for students, parents, teachers, guidance counsellors and principals and work with third-level institutions to help promote the benefits of foreign language skills. The successful candidate will help the marketing team coordinate and implement a varied and interesting Social Media content calendar.

The post is a full-time position on a one year fixed-term contract reporting to the Marketing and Communications Manager.

### **Job Specification**

The duties of the Marketing and Social Media Coordinator will include, but are not limited to:

- Supporting a variety of marketing, social media and event projects
- Liaising with graphic designers, copywriters, agencies, video companies, photographers and education stakeholders to produce fun and interesting social media content
- Creation of graphics, videos, blog posts and website updates
- Managing the PPLI/Languages Connect social media content calendar
- Community management of Languages Connect social media accounts
- Briefing marketing, digital media and events companies and ongoing project management of campaigns/events
- Keeping up-to-date with the latest social media trends
- Organising the delivery of posters, banners, merchandise and brochures to event venues/schools
- Working with the PPLI team to help with branding, promotion, literature and event PR, online and social media updates
- Coordinating Student Language Ambassador team
- Any other duties assigned from time to time by the Director of PPLI

The above listed expectations and tasks are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all responsibilities or duties required.

## 2. Experience/Qualifications

- Educated to degree level or equivalent in a relevant field i.e. Digital Media, Marketing
- 2 years previous experience in marketing or social media management desirable
- Proven track record in coordination of successful, fun and engaging campaigns and events
- Competence in a second language (in addition to English/Irish) is required
- Budget management
- Previous experience in the education sector is desirable
- High level of IT proficiency and working knowledge of the Microsoft Office package
- Eligible to work in Ireland

### **Skills & Competencies:**

- Excellent Organisational Skills
- Excellent Interpersonal & Communication Skills
- Flexibility
- Teamwork and working on own initiative
- People management
- Analysis & Decision Making
- Delivery of Results, on time, within budget and sometimes under tight deadlines
- Foreign Languages Knowledge and Expertise
- Drive & Commitment to Promoting Foreign Languages

## 3. Salary

The salary will be €29,351 which is analogous to Point 1 on the Civil Service Executive Officer salary scale:

The rate of remuneration may be adjusted from time to time in line with Government pay policy.

### **Hours of Attendance:**

Working hours will be in accordance with the standard arrangements in PPLI and will equate to no less than 37.5 hours (net of rest breaks) per week. No additional payment will be made for extra attendance as the rate of remuneration payable covers any exceptional extra attendance liability that may arise from time to time.

#### 4. Annual Leave

The annual leave allowance will be 23 working days per annum, pro rata for the duration of the contract. This allowance, which is subject to the usual conditions regarding the granting of annual leave, is on the basis of a five-day week and is exclusive of the usual public holidays.

#### 5. Location

PPLI is based at The Liberty Insurance Building in Blanchardstown, Dublin 15. The role may involve some remote working in line with current Covid regulations.

#### 6. Equal Opportunities

PPLI is an equal opportunities employer.

Garda vetting will be sought in respect of individuals who are considered for appointment. The applicant will be required to complete and return a Garda Vetting form. This form will be forwarded to An Garda Síochána for security checks on all Irish and Northern Irish addresses at which they resided. Enquiries may also be made with the police force of any country in which the applicant resided. If unsuccessful this information will be destroyed by the Law Reform Commission. If the applicant is subsequently considered for another position, he/she will be required to supply this information again.

#### 7. Format of the competition

PPLI reserves the right to **shortlist** applicants. Shortlisting of candidates will be done on the basis of the criteria outlined in the advertisement, the application, (and/ or) the interview, and/or satisfactory references.

Final selection will be on the basis of a **competitive interview**. The interview will be based on the competencies required to carry out the duties and responsibilities as set out in the description of the appointment. Candidates shortlisted for interview will be asked to provide details of two referees. Candidates will be contacted before referees are consulted.

#### 8. Preparing for interview

Please prepare a five-minute presentation on how you envisage your role in the context of the job responsibilities outlined in Section 3.

Please also prepare to explain to the interview board how you have demonstrated the following competencies required for the position of Marketing and Social Media Co-ordinator in PPLI.

- Analysis & Decision Making
- Organisational Skills
- Flexibility

- Teamwork and working on own initiative
- People management
- Delivery of Results, on time, within budget and sometimes under tight deadlines and high pressure
- Interpersonal & Communication Skills
- Foreign Languages Knowledge and Expertise
- Drive & Commitment to Promoting Foreign Languages

For each competency, you may be asked to give examples from your career to date that best illustrate how you have developed and used this competency.

## 9. Eligibility

Must be eligible to work in the Republic of Ireland

## 10. Confidentiality

Subject to the provisions of the F.O.I. Act, 1997 applications will be treated in strict confidence.

## 11. Attendance at interview

Calls to interview will be made at least a week beforehand. The onus is on all applicants to make themselves available for the interview and to make whatever arrangements are necessary to ensure that they receive communications sent to them at the e-mail address specified on their application form. PPLI will not be responsible for expenses incurred by applicants.

## 12. Deeming of candidature to be withdrawn

Applicants who-

- (a) do not, when requested, furnish such evidence as PPLI requires in regard to any matter relevant to their candidature.
  - (b) or do not attend the interview at the time and place appointed,
  - (c) or, when offered appointment, do not accept appointment and take up duty as arranged;
- shall, unless PPLI in its absolute discretion decides otherwise, be deemed to have withdrawn their candidature.

## 13. Queries

If you have any queries in relation to the process or the role, please contact [Aoife.Dungan@ppli.ie](mailto:Aoife.Dungan@ppli.ie)