

# **Information Guide**



### Confined Competition: Education and Training Sector Candidate Pool Administrative Officer (Grade VII) – SUSI Digital Officer 2 Year Fixed Term Contract G7SDO25

City of Dublin Education and Training Board (City of Dublin ETB) was established on 1st July 2013 under the Education and Training Boards Act, 2013. City of Dublin ETB has 3,000 employees and an annual budget of €580m. It is the state education and training authority for Dublin city and serves the area covered by Dublin City Council. This provision is delivered to over 48,000 learners (20,000 full-time and 28,000 part-time) and is supported by a range of services including a psychological service, a curriculum development unit, a buildings maintenance unit, and Head Office staff in Ballsbridge. It also has statutory responsibility for supporting the provision, coordination, administration, and assessment of youth work services in Dublin city and is the lead partner for Music Generation Dublin City.

City of Dublin ETB is also responsible for the national awarding authority for student grants in Ireland, Student Universal Support Ireland (SUSI). Student Universal Support Ireland (SUSI) is a unit of City of Dublin ETB which is designated by the Minister for Further and Higher Education, Research, Innovation and Science as the single Irish national awarding authority for student grants in further and higher education. SUSI is a dynamic workplace based in Ballsbridge, Dublin 4 and features a challenging balance of day-to-day operations and strategic development projects. The core work of SUSI involves the annual processing of large numbers of online grant applications within short timeframes to determine eligibility under the criteria of the Student Grant Scheme. Approximately 100,000 grant applications are received on an annual basis. SUSI has also broadened its functions in recent years and now provides services relating to the 1916 Bursary, the International Protection Student Scheme, the PLC Bursary for Displaced Persons (Ukraine), the National Tertiary Office Programmes and the All-Ireland Scholarship.

Proposed Timeframe	Shortlisting will take place week commencing: 14 <sup>th</sup> July 2025 Interviews will commence week beginning: 28 <sup>th</sup> July 2025 <b>*All dates are subject to change and are for guidance only</b>
Salary	For persons entering public service for the first time, starting pay will be at the minimum point of the scale, €59,416. This is not negotiable. An incremental salary scale applies thereafter. Previous public sector experience may be eligible for incremental credit, to be determined upon appointment.
Annual Leave	29 Working Days Per Annum
Hours of Work	35 Hours per week
Location of Position	The position will be based in SUSI, Shelbourne Road, Dublin 4.
Summary of Position	<ul> <li>SUSI is seeking to engage a Digital Officer at Grade VII level to join the Communications and Customer Services (C&amp;CS) team on a 2-year Fixed Term contract.</li> <li>The C&amp;CS unit is responsible for delivering SUSI's integrated communications plan to the public with a key focus on building, maintaining and protecting SUSI's reputation externally. Placing the student at the centre of all activities, the unit manages proactive and reactive communication and customer services including SUSI's Stakeholder and Support Desks, susi.ie, SUSI's Facebook and X pages, media relations, stakeholder relations and advertising campaigns.</li> </ul>

Essential Requirements	<ul> <li>Have obtained at least Grade D3 in five subjects in the Leaving Certificate Examinations (higher, ordinary, applied or vocational preparation) or equivalent or have passed an examination at the appropriate level within QQI qualifications framework which can be assessed as being of a comparable standard to Leaving Certificate or equivalent or higher or have appropriate relevant experience which encompasses equivalent skills and expertise.</li> <li>Have the requisite knowledge, skills and competencies to carry out the role.</li> <li>Be capable and competent of fulfilling the role to a high standard.</li> <li>Have at least two years in a Grade III post, or equivalent, or higher, in the Education and Training Sector.</li> <li>Have successfully completed their probation period, or have successfully completed a probation period at a lower eligible grade.</li> </ul>
Desirable Requirements	<ul> <li>Have a degree equivalent to level 7 or higher on the National Framework of Qualifications in one of the following disciplines (or in such other relevant discipline as may be considered appropriate in the discretion of SUSI):         <ul> <li>communications,</li> <li>marketing / digital marketing,</li> <li>information management experience at an appropriate level in an area of work relating to one or more of the above disciplines and considered by SUSI to be both sufficient and relevant to the key responsibilities for the role outlined further below.</li> <li>Demonstrate clear leadership and have a proven ability to develop and foster strong links with a range of internal and external stakeholders.</li> <li>Have experience line managing a team.</li> <li>Possess project management skills and experience planning and implementing digital communications strategies for an organisation.</li> <li>Have the ability to understand the customer, their needs, wants and expectations and champion these to deliver an excellent customer experience.</li> <li>Have experience of actively identifying, anticipating and responding to emerging communications and customer service trends.</li> <li>Display excellent communications, content creation, research, storytelling and interpersonal skills with an ability to engage with a wide range of stakeholders and tailor communications accordingly.</li> <li>Have a good understanding of technology including cloud computing, services, security and data platforms.</li> <li>Be tech-savy with an affinity for innovative and emerging technology and ability to learn quickly.</li> <li>Proficiency in using website content management systems and Cookie Consent tools.</li> <li>Be familiar with wireframe tools such as Balsamiq, Figma, Adobe XD.</li> <li>Possess excellent if skills including Microsoft Office – Word, Power Point,</li></ul></li></ul>

• Be comfortable working with senior management stakeholders.

	<ul> <li>Have experience of managing external suppliers.</li> <li>Embrace agility, using agile and lean thinking to help bring about change.</li> <li>Be flexible and adaptable with availability outside regular business hours as required and be able to travel within Ireland as required.</li> <li>Goal oriented with a focus on delivering results.</li> <li>Possess a proven record as a team-player with a flexible approach.</li> </ul>
Principal Duties and Responsibilities	Connecting Government 2030: A Digital and ICT Strategy for Ireland's Public Service sets out an approach to deliver digital government for all, benefitting both society and the broader economy. It notes that public services must harness digitalisation to drive change in how people, business and policy makers interact.
	In line with these ambitions, SUSI's strategic vision for 2028 is to be a data-driven organisation with a core focus on the delivery of an excellent service to its students and other customers leveraging leading edge digital services, sustainable, scalable and agile systems and a stable organisation structure that is a model public service workplace. To achieve this vision, SUSI will evolve and grow through digital transformation to deliver public services that are personalised, responsive, easy to use, efficient and accessible.
	Reporting to the Communications and Customer Service Manager, the Digital Officer will drive projects, programs and milestones in support of SUSI's five-year strategy. They will interpret organisation needs and understand key consumer insights to deliver an aligned, excellent experience to our service users through digital channels.
	This is a challenging role which demands exceptional levels of initiative, creativity, strategic and operational planning together with a strong personal work ethic and a commitment to results.
	<ul> <li>Key Responsibilities:</li> <li>Support the Communications and Customer Service Manager in their role and deputise in their absence as required.</li> <li>Contribute to the design, development and delivery of SUSI's communications strategy.</li> <li>Champion the service user to ensure their needs, wants and expectations are met by SUSI's communications strategy.</li> <li>Build a picture of SUSI's service users through research, user journey mapping and understanding their behaviours, motivations, needs and expectations.</li> <li>Act as project leader for the development, delivery and improvement of existing and new digital communications and service channels.</li> <li>Ensure the unification of the SUSI brand, building consistency across multiple digital platforms.</li> <li>Identify and scope new opportunities for SUSI in the digital sphere.</li> <li>Act as liaison between C&amp;CS, ICT, MySUSI and wider SUSI units to ensure organisation, communications, customer service and technical requirements are met and aligned.</li> <li>Utilise digital marketing tools to deliver communications campaigns.</li> <li>Analyse data to report effectiveness of outputs and build improved future performance.</li> <li>Analyse data to identify new digital approaches which create stronger relationships between SUSI and our service users.</li> <li>Support the continued development of the SUSI website and manage the ongoing needs of the website to ensure the SUSI website and paid social media strategy.</li> <li>Develop and create content for SUSI's organic and paid social media strategy.</li> <li>Develop and create content for SUSI's organic and paid social media strategy.</li> <li>Develop and create content for SUSI's digital channels including written content, video, audio, graphics and more.</li> <li>Ensure outputs are compliant with public sector guidelines and regulations including GDPR, privacy, Irish language, accessibility, etc.</li> </ul>

	<ul> <li>Work with SUSI brand guidelines, tone of voice and style guide and promote these throughout the organisation.</li> <li>Procure and liaise with suppliers as required.</li> <li>Interact with both technical and non-technical audiences on the business and technical aspects of MySUSI solution.</li> <li>Consider and identify implications of current digital initiative decisions for longer term projects such as MySUSI.</li> <li>Line manage, coach and mentor members of the Communications and Customer Services team and identify and deliver on training needs and development opportunities.</li> <li>Represent SUSI at external events across Ireland and provide information at these events in the form of presentations, Q&amp;As and other formats as required.</li> <li>Manage, resolve and report on student and stakeholder queries as required.</li> <li>Perform other cross-functional duties as determined by the C&amp;CS manager and wider SUSI management team.</li> </ul>
Competencies	<ul> <li><i>Team Leadership</i></li> <li>Works with the team to facilitate high performance, developing clear and realistic objectives and addressing and performance issues if they arise.</li> <li>Provides clear information and advice as to what is required of the team.</li> <li>Strives to develop and implement new ways of working effectively to meet objectives.</li> <li>Leads the team by example, coaching and supporting individuals as required.</li> <li>Places high importance on staff development, training and maximising skills and capacity of team.</li> <li>Is flexible and willing to adapt, positively contributing to the implementation of change.</li> </ul>
	<ul> <li>Analysis &amp; Decision Making</li> <li>Gathers and analyses information from relevant sources, whether financial, numerical or otherwise weighing up a range of critical factors.</li> <li>Takes account of any broader issues and related implications when making decisions.</li> <li>Uses previous knowledge and experience in order to guide decisions.</li> <li>Makes sound decisions with a well-reasoned rationale and stands by these.</li> <li>Puts forward solutions to address problems.</li> </ul>
	<ul> <li>Management &amp; Delivery of Results</li> <li>Takes responsibility and is accountable for the delivery of agreed objectives.</li> <li>Successfully manages a range of different projects and work activities at the same time.</li> <li>Structures and organises their own and others work effectively.</li> <li>Is logical and pragmatic in approach, delivering the best possible results with the resources available.</li> <li>Delegates work effectively, providing clear information and evidence as to what is required.</li> <li>Proactively identifies areas for improvement and develops practical suggestions for their implementation.</li> <li>Demonstrate enthusiasm for new developments / changing work practices and strives to implement these changes effectively.</li> <li>Applies appropriate systems / processes to enable quality checking of all activities and outputs.</li> <li>Practices and promotes a strong focus on delivering high quality customer service, for internal and external customers.</li> <li>Interpersonal &amp; Communication Skills</li> <li>Builds and maintains contact with colleagues and other stakeholders to assist in performing role.</li> </ul>
	<ul> <li>Acts as an effective link between staff and senior management.</li> </ul>

• Acts as an effective link between staff and senior management.

		pen and constructive discussion around work issues.
	<ul> <li>Projects convi- the benefits.</li> </ul>	ction, gaining buy-in by outlining relevant information and selling
	Treats others	with diplomacy, tact, courtesy and respect, even in challenging
	circumstances	
	Presents infor writing.	mation clearly, concisely and confidently when speaking and in
	Specialist Knowled	ge, Expertise and Self Development
	and how they effectively cor	derstanding of the roles, objectives and targets of self and team fit into the work of the unit and Department / Organisation and nmunicates this to others. s of expertise and broad Public Sector knowledge relevant to
	his/her area o	•
	Focuses on sel	If-development striving to improve performance.
	Drive & Commitme	ent to Public Service Values
	<ul> <li>Strives to perf objectives.</li> </ul>	orm at a high level, investing significant energy to achieve agreed
	<ul> <li>Demonstrates demands.</li> </ul>	resilience in the face of challenging circumstances and high
	<ul> <li>Is personally t</li> </ul>	rustworthy and can be relied upon.
		ustomers are at the heart of all services provided.
		standards of honesty, ethics and integrity. the competencies and thought about the demands of the role, for
	specific example w during your career position, within you	candidates will be asked, on the application form, to demonstrate a hich illustrates how you have developed the relevant competency to date which clearly demonstrates your suitability for this ur application form. include all elements of the STAR competency framework which is :
	Situation	Present a challenging situation you found yourself in
	Task	What did you need to achieve from the situation?
	Action	What action did you personally take to achieve this?
	Result	What was the result of your action?
Terms & Conditions of Appointment	<ul> <li>The appointme</li> <li>The appointme</li> <li>The appointme</li> <li>stipulated in th</li> <li>Any offer will b</li> <li>Appointment is of Dublin ETB redictates.</li> <li>The person app Superannuation</li> <li>For the purpose for the success Dublin ETB's exenominated by 0</li> </ul>	ent will be subject to the sanction of the Chief Executive. Ent will be on a 2-year Fixed Term Basis ent will have a probationary period, details of which will be e contract of employment. e subject to the receipt of two satisfactory references. s to City of Dublin ETB as a whole, not to a particular centre. City eserves the right to transfer Officers as the needs of the scheme pointed to the post will be required to contribute to the relevant n Scheme. es of satisfying the requirements as to health it will be necessary ful candidate before they are appointed, to undergo at City of espense, a medical examination by a qualified practitioner City of Dublin ETB. may not be undertaken without the prior consent of City of Dublin

Citizenship Requirements	Candidates should note that eligibility to compete for posts is open to citizens of the European Economic Area (EEA) or to non-EEA nationals with a valid work permit. The EEA consists of the Member States of the European Union along with Iceland, Liechtenstein and Norway. Swiss citizens under EU agreement may also apply. Please visit the link below for updates to these requirements: <u>Coming to Work in Ireland - Workplace Relations Commission</u> Please note you must advise City of Dublin ETB if a work permit is required by you before commencing employment with City of Dublin ETB. This requirement should be notified to City of Dublin ETB as soon as possible.	
Termination	The appointment will be terminated by one month's notice in writing on either side.	
Garda Vetting	City of Dublin ETB is registered with the National Vetting Unit (NVU) which provides a disclosure service for organisations who have staff positions which may involve regular unsupervised access to children and vulnerable adults. As part of the organisations recruitment and selection process, offers of employment will be subject to NVU disclosures, where applicable.	
	City of Dublin ETB reserves the right to re-vet all staff employed in positions that entail working with children and vulnerable adults at any time during their employment.	
Sick Leave and Special Leave	Sick leave and special leave may be allowed in accordance with the conditions in force for the time being for Officers employed under the Schemes of Education and Training Boards.	
Superannuation & Retirement	<ul> <li>The successful candidate will be offered the appropriate superannuation terms and conditions as prevailing in the Public Service at the time of being offered an appointment. In general, an appointee who has never worked in the Public Service will be offered appointment based on membership of the Single Public Service Pension Scheme ("Single Scheme"). Full details of the Scheme are at www.singlepensionscheme.gov.ie.</li> <li>Where the appointee has worked in a pensionable (non-Single Scheme terms) public service job in the 26 weeks prior to appointment or is currently on a career break or special leave with/without pay, different terms may apply. The pension entitlement of such appointees will be established in the context of their public service employment history.</li> <li>Key provisions attaching to membership of the Single Scheme are as follows: <ul> <li>Pensionable Age: The minimum age at which pension is payable is 66 (retirement age is linked to State Pension Age).</li> <li>Retirement Age: Scheme members must retire on reaching the age of 70.</li> <li>Career average earnings are used to calculate benefits (a pension and lump sum amount accrue each year and are up-rated each year by reference to CPI).</li> <li>Post retirement, pension increases are linked to CPI.</li> </ul> </li> </ul>	
Pension Abatement	If the appointee has previously been employed in the Civil or Public Service and is in receipt of a pension from the Civil or Public Service or where a Civil/Public Service pension comes into payment during his/her re-employment that pension <b>will be subject to abatement</b> in accordance with Section 52 of the Public Service Pensions (Single Scheme and Other Provisions) Act 2012. <b>Please note: In applying for this position you are acknowledging that you understand that the abatement provisions, where relevant, will apply. It is not envisaged that the employing <b>Department/Office will support an application for an abatement waiver in respect of appointments to this position.</b> However, if the appointee was previously employed in the Civil or Public Service and awarded a pension under voluntary early retirement arrangements (other than the Incentivised Scheme of Early Retirement (ISER), the Department of Health Circular 7/2010 VER/VRS or the Department of Environment, Community &amp; Local Government</b>	

Department of Education Early Retirement Scheme for Teachers Circular 102/2007	Circular letter LG(P) 06/2013, any of which renders a person ineligible for the competition) the entitlement to that pension will cease with effect from the date of reappointment. Special arrangements may, however, be made for the reckoning of previous service given by the appointee for the purpose of any future superannuation award for which the appointee may be eligible. The Department of Education introduced an Early Retirement Scheme for Teachers. It is a condition of the Early Retirement Scheme that with the exception of the situations set out in paragraphs 10.2 and 10.3 of the relevant circular documentation, and with those exceptions only, if a teacher accepts early retirement under Strands 1, 2 or 3 of this scheme and is subsequently employed in any capacity in any area of the public sector, payment of pension to that person under the scheme will immediately cease. Pension payments will, however, be resumed on the ceasing of such employment or on the person's 60th birthday, whichever is the later, but on resumption, the pension will be based on the person's actual reckonable service as a
Exclusions	<ul><li>teacher (i.e. the added years previously granted will not be taken into account in the calculation of the pension payment).</li><li>Candidates should note that persons who have taken part in public service early</li></ul>
	retirement schemes including the following are not eligible to take part in this competition:
	<b>Incentivised Scheme for Early Retirement (ISER):</b> It is a condition of the Incentivised Scheme for Early Retirement (ISER) as set out in the Department of Finance Circular 12/09 that retirees, under that Scheme, are debarred from applying for another position in the <i>same employment or the same sector</i> . Therefore, such retirees may not apply for this position.
	<b>Department of Health and Children Circular (7/2010):</b> The Department of Health Circular 7/2010 dated 1 November 2010 introduced a Targeted Voluntary Early Retirement (VER) Scheme and Voluntary Redundancy Schemes (VRS). It is a condition of the VER scheme that persons availing of the scheme will not be eligible for reemployment in the public health sector or in the wider public service or in a body wholly or mainly funded from public funds. The same prohibition on re-employment applies under the VRS, except that the prohibition is a period of 7 years, after which time any re-employment will require the approval of the Minister for Public Expenditure and Reform. Persons who availed of either of these schemes are not eligible to take part in this competition. People who availed of VRS scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility).
	<b>Department of Environment, Community &amp; Local Government (Circular Letter LG (P) 06/2013:</b> The Department of Environment, Community & Local Government Circular Letter LG (PP) 06/2013 introduced a Voluntary Redundancy Scheme for Local Authorities. In accordance with the terms of the Collective Agreement: Redundancy Payments to Public Servants dated 28 June 2012 as detailed below, it is a specific condition of that VER Scheme that persons will not be eligible for re-employment in any Public Service body (as defined by the Financial Emergency Measures in the Public Interest Acts 2009 - 2011 and the Public Service Pensions (single Scheme and other Provisions) Act 2012) for a period of two years from their date of departure under this Scheme. These conditions also apply in the case of engagement / employment on a contract for service basis (either as a contractor or as an employee of a contractor).
	<b>Collective Agreement Redundancy Payments to Public Servants:</b> The Department of Public Expenditure and Reform letter dated 28 <sup>th</sup> June 2012 to Personnel officers introduced, with effect from 1 <sup>st</sup> June 2012, a Collective Agreement which had been reached between the Department of Public Expenditure and Reform and the Public Services Committee of the ICTU in relation to ex-gratia Redundancy Payment to Public Servants. It is a condition of the Collective Agreement that persons availing of the agreement will not be eligible for re-employment in the Public Service by any

	Public Service body (as defined by the Financial Emergency Measures in the Public interests Acts 2009 – 2011) for a period of two years from termination of the employment. People who have availed of this scheme a who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility).
III Health Retirement	Please note that where an individual has retired from a Civil/Public Service body on the grounds of ill-health his/her pension from that employment may be subject to review in accordance with the rules of ill-health retirement within the pension scheme of that employment.
Pension Accrual	A 40-year limit on total service that can be counted towards pension where a person has been a member of more than one pre-existing public service pension scheme (i.e. non-Single Scheme) as per the 2012 Act shall apply. This 40-year limit is provided for in the Public Service Pensions (Single Scheme and Other Provisions) Act 2012. This may have implications for any appointee who has acquired pension rights in a previous public service employment.
Additional Superannuation Contribution	Please note that an Additional Superannuation Contribution (ASC) in accordance with the Public Service Pay and Pensions Act 2017 is payable for this employment.
Declaration	Applicants will be required to declare whether they have previously availed of a Public Service scheme of incentivised early retirement, including schemes not specifically mentioned above. Applicants will also be required to declare any entitlements to a Public Service pension benefit (in payment or preserved) from any other Public Service employment and/or where they have received a payment-in-lieu in respect of service in any Public Service employment.
Referees	Candidates must supply details of two referees on their application form, please note that these referees should have knowledge of you and your work to whom professional reference can be made. One of which should be your current or most recent employer.
	Referees may be contacted directly pre or post interview directly by City of Dublin ETB at its convenience and without further notice to candidates.

#### Notes:

- Please note that it is the responsibility of the applicant to ensure that all applications are received on time. Any technical difficulties encountered by the sender when forwarding applications are not the responsibility of City of Dublin ETB. Therefore, candidates are strongly advised to submit applications well before the 12 Noon deadline on the specified closing date.
- Your application will be assessed on the information you submit. Please ensure all sections are completed fully and accurately, giving clear evidence of qualifications, skills and experience. Incomplete applications may not be considered.
- All enquiries regarding your application should be made to <u>applications@cdetb.ie</u>. You must use the post reference in the subject line of the email.
- Providing incorrect information or deliberately concealing any relevant facts may result in disqualification from the selection process or, where discovery is made after appointment, in summary dismissal.
- Selection will be by the way of a competitive interview which will focus on the key skills and duties of the role and the competencies associated with roles at this level.
- Any travel or other expenses incurred by candidates whilst undertaking or attending any elements of the selection process will not be refunded by City of Dublin ETB.

Completed online applications should be submitted no later than:

# 12 noon on Monday 14th July 2025

## Late applications will not be accepted. Shortlisting may take place. Canvassing will disqualify.

City of Dublin Education and Training Board is an equal opportunities employer.

Dr. Christy Duffy Chief Executive.