



Comhairle Contae Thiobraid Árann
Tipperary County Council

Candidate Information Booklet

PLEASE READ CAREFULLY

Competition Reference: RT/778

Closing Date: 4.00 p.m. on Friday, 6th December, 2024

**Temporary Tourism Marketing
Officer (Munster Vales) (Specified
Purpose – Maternity Leave Cover
(Circa 12 months))**

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General Information

Tipperary County Council is one of 31 Local Authorities in the Republic of Ireland. The Council has responsibility for the delivery of a wide range of services which are necessary to the physical, economic, social and cultural life of County Tipperary, with a focus on making County Tipperary an attractive place to live, work and invest.

The following comprises the areas of service delivery in Tipperary County Council:

Community, Economic and Rural Development	Fire & Emergency Services – Civil Defence
Local Enterprise	Environment & Climate Action
Planning & Development	Finance
Cultural & Recreational Services	Information Systems
Roads & Transportation	Corporate Services & Human Resources
	Library Services
Housing	Local Authorities Waters Programme

This competition presents an opportunity to gain employment with Tipperary County Council in the role of **Temporary Tourism Marketing Officer (Munster Vales) (Specified Purpose – Maternity Leave Cover (Circa 12 months))**.

Tipperary County Council is committed to a policy of open and fair recruitment, in line with good practice, recruitment & selection standards, employment legislation and relevant circulars from the Department of Housing, Local Government & Heritage.

This Candidate Information Booklet is intended to provide information on the post of **Temporary Tourism Marketing Officer (Munster Vales)** and the selection process and candidates are advised to familiarize themselves with the detailed information in advance of submitting their application.

Candidates should satisfy themselves that they are eligible under the Qualifications to apply for the post of **Temporary Tourism Marketing Officer (Munster Vales)**.

Where a candidate provides false or misleading information or has deliberately omitted relevant information on their application form this may result in their disqualification from the competition.

Temporary Tourism Marketing Officer (Munster Vales)

The Role

Munster Vales is a tourism destination of domestic and international significance spanning the Comeragh, Knockmealdown, Galtee, Ballyhoura and Nagles mountain ranges. The Munster Vales proposition is to promote and develop the outstanding walking and heritage product as a regional brand, linking the counties of Cork, Limerick, Waterford and Tipperary. The objective of the overall Tourism Marketing Plan for the Munster Vales is to promote the geographical area as a consistent brand, increase the socio-economic benefits of tourism in the area and provide an enhanced visitor experience through collaboration, bringing value to local businesses and communities in rural areas around the mountain ranges. The project achieves its aims by creating a synergy between small to medium enterprises in order to attract more visitors to the region and extend the dwell time. The Munster Vales project represents over 300 stakeholders and has provided a platform for them to gain exposure on a national and international level.

The Person

The main purpose of this role is to develop the Munster Vales as a tourism destination. This includes the creation of marketing collateral and the delivery of the Munster Vales Marketing Strategy. Furthermore this includes growth of the brand, all recording and reporting requirements imposed by those providing funding to the Company, development of member networking events and development and implementation of marketing programmes.

This is a 12 month Specific Purpose Contract

This role is based in Clonmel, Co. Tipperary but will require regular travel in the region.

Main Duties & Responsibilities:

- Develop and implement a Strategic Marketing Plan and Actions for Munster Vales. Develop and manage all marketing, advertising, promotional and publicity activities carried out to promote the Munster Vales brand.
- Promoting the brand of Munster Vales and ensuring brand awareness at all opportunities
- Digital Marketing- Generate monthly report from Google Alerts & Google Analytics. Management of social media platforms (Twitter, Facebook, Instagram, Vimeo, Youtube, Flickr & Tripadvisor).

- Website management. Manage the new website and update it as required. Source content. Generate monthly report about website activity.
- Generate database of events taking place in the area with point of contact and promote said events.
- Identify potential opportunities for additional funding, both from governmental and non-governmental agencies and sources.
- Preparation and submission of funding applications and reports.
- Act as a progressive advocate for the region and the development of the Munster Vales brand, particularly promoting the importance of tourism to business and stakeholders in the region.
- The servicing of the Board of Munster Vales and supporting sub-committees/working groups as may be decided by the Board
- Work closely and seek to foster and maintain relationships with key industry groups, partner organisations, local authorities and individuals in the region to ensure that everyone buys into the Munster Vales brand.
- To arrange and ensure that adequate training is provided to ensure that all stakeholders, and businesses are fully aware of this initiative and how social media, new technologies and digital marketing can be used to promote their business and the brand.
- Preparation of regular progress reports and budgets for presentation to the Munster Vales Board. Agree marketing budgets with the Board of Directors
- Create realistic and achievable KPIs to ensure that all tasks are completed to a high standard and in a timely fashion and to demonstrate the valuable contribution Munster Vales makes to the local economy.
- Travelling around the region to create brand awareness, building relationships, organising and attending exhibitions and holiday shows for brand promotion.
- Producing and commissioning tourist information, including art work, and writing press releases and copy for tourism guides/newsletters;
- Devising and planning tours, and arranging itineraries;
- Liaising with local operators, the media, designers and printers;
- Ordering products and services;
- Providing funding and business advice and sending e-newsletters to local businesses;
- Procurement and budgets management.
- Flexibility on working hours will be required as evening and weekend working will be an essential part of the job.

Any other matters as may be decided by the Board from time to time.

Qualifications:-

Character:

Each candidate must be of good character.

Health :

Each candidate shall be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

Education, Training, Experience, etc

The person holding the employment must possess the following:

- Minimum of 3 years relevant experience in tourism, marketing, and project management or equivalent.
- Possess knowledge of a wide range of tourism marketing techniques and concepts.
- Strong competency in finance, budgeting and marketing
- Full valid driving licence and access to own transport
- Strong understanding of tourism offerings in the area
- Project management skills are essential, and the ability to complete multiple tasks simultaneously and to a high standard.
- A creative and innovative mindset is required.
- The ideal candidate will be flexible in order to achieve targets and complete projects.
- The successful candidate will be self-motivated, a self-starter and results driven.
- Excellent planning and organisation skills and the ability to use resources effectively and efficiently.
- Good time management skills.
- Excellent communication and presentation skills both written and oral.
- The ability to build and maintain relationships and networks is essential for this role.

Salary:

Current Salary Scale: **Salary: €50,206 - €60,051 (2nd LSI)**

The salary shall be fully inclusive and shall be as determined from time to time. The employee shall pay to the local authority any fees or other monies (other than his/her inclusive salary) payable to or received by him/her by virtue of his/her employment or in respect of services which he/she is required by or under any enactment to perform.

Entry point of this scale will be determined in accordance with Circulars issued by the by the Department of Housing, Local Government & Heritage. In accordance with Departmental Circular letter EL 02/2011, a person who is not a serving local authority employee on or after 1st January 2011, will enter the scale for the position at the minimum point (currently €50,206).

Remuneration is paid fortnightly by PayPath directly to the employee's nominated bank account. The current wage pay cycle may be revised during the period of employment.

Remuneration is subject to all statutory deductions, e.g. P.A.Y.E. and P.R.S.I. Increments are paid annually subject to satisfactory attendance, conduct and performance and national agreements. Increments may be withheld if performance, attendance and/or conduct are not satisfactory.

Under the Public Service Stability Agreement 2013, the working hours for newly appointed/promoted staff are 37 hours per week. All posts will be offered on the basis of the candidate working wholetime.

Citizenship

Candidates must, by the date of any job offer, be:

- a) A citizen of the European Economic Area (EEA). The EEA consists of the Member States of the European Union, Iceland, Liechtenstein and Norway; or
- b) A citizen of the United Kingdom (UK); or
- c) A citizen of Switzerland pursuant to the agreement between the EU and Switzerland on the free movement of persons; or
- d) A non-EEA citizen who is a spouse or child of an EEA or UK or Swiss citizen and has a stamp 4 visa; or
- e) A person awarded international protection under the International Protection Act 2015 or any family member entitled to remain in the State as a result of family reunification and has a stamp 4 visa; or A non-EEA citizen who is a parent of a dependent child who is a citizen of, and resident in, an EEA member state or the UK or Switzerland and has a stamp 4 visa.

Probation:

Where a person who is not already a permanent officer of Tipperary County Council is appointed, the following provisions shall apply:-

- (a) there shall be a period after such appointment takes effect, during which such person shall hold office on probation;
- (b) the maximum period shall generally be one year for permanent contracts and such other period as may be required in relation to temporary or fixed term/purpose contracts as set out in the council's

probationary policy. No probationary period shall exceed 12 months in duration.

- (c) such a person shall cease to hold office at the end of the period of probation, unless during such period, the Chief Executive has certified that the service of such person is satisfactory.

Superannuation:

The relevant Superannuation Scheme will apply.

The provisions of the Local Government (Superannuation) (Consolidation) Scheme 1998 may apply.

Persons who become pensionable officers who are liable to pay the Class A rate of PRSI contribution will be required, in respect of their superannuation contribution, to contribute to the local authority as follows:

1.5% of their pensionable remuneration

plus

3.5% of net pensionable remuneration (pensionable remuneration less twice the annual rate of social insurance old age contributory pension payable at the maximum rate to a person with no adult dependent or qualified children).

Persons who become pensionable officers who are liable to pay the Class D rate of PRSI contribution will be required, in respect of their superannuation contribution, to contribute to the local authority at the rate of 5% of their pensionable remuneration.

The provisions of the Spouses and Children's/Widows and Orphans Contributory Pension Scheme will continue to apply.

New entrants will be admitted to the Single Public Service Pension Scheme with effect from the date of appointment. The scheme is contributory and provides pension, retirement gratuity, death gratuity and survivors benefits. To qualify for a pension the successful candidate must have served a minimum of two years employment in a Local Authority.

Retirement Age

There is no mandatory retirement age for new entrants to the public service as defined in the Public Service Superannuation (Miscellaneous Provisions) Act 2004.

Anyone who is not a new entrant to the public service, as defined in the Public Service Superannuation (Miscellaneous Provisions) Act 2004, is subject to a compulsory retirement age of 70 years or as determined in accordance with Department Circulars and in line with Government Policy.

The maximum retirement age for new entrants as defined by the Public Service Pensions (Single Scheme and other Provisions) Act 2012 is 70 years.

The Council may refer staff to a medical advisor at any time to determine fitness for carrying out the duties to which they have been assigned.

Incentivised Scheme for Early Retirement (ISER)

It is a condition of the Incentivised Scheme for Early Retirement (ISER) as set out in Department of Finance Circular 12/09 that retirees, under that Scheme, are debarred from applying for another position in the same employment or the same sector.

Therefore, such retirees may not apply for this position.

Hours of Work:

The normal working hours are 35 hours per week. Flexible working arrangements apply and you may be required to work out of hours on occasion. All hours worked are subject to and recorded in accordance with the provisions of the Organisation of Working Time Act, 1997, and the Organisation of Working Time Regulations, 2001. Tipperary County Council requires employees to record their hours using the CORE/TDS Clocking system.

Annual Leave:

The annual leave entitlement for the grade is 30 days per annum.

The Chief Executive of Tipperary County Council retains autonomy with regard to office closures, (e.g. Christmas Office Closure); any days arising from such closure will be reserved from the employee's annual leave entitlement. Proposed office closure days will be reviewed and advised to all employees each year.

Residence:

The successful candidate shall reside in the district in which his/her duties are to be performed, or within a reasonable distance thereof.

Drivers Licence:

The employee must hold a current clean driver's licence and have available adequate means of transport.

It is the responsibility of the employee to arrange the appropriate car insurance for business use and to indemnify Tipperary County Council with the indemnity specified on the insurance certificate under the heading "Persons or classes of person who are covered". Documentation to confirm the appropriate insurance cover will be required to be supplied to the Council on an annual basis.

Code of Conduct/Organisational Policies:

Employees are be required to adhere to all current and future Tipperary County Council codes of practice including Code of Conduct of Employees and all current and future organisational policies including, but not limited to Health and Safety, Communications, Data Protection, Equality, Staff Mobility, Attendance Management and Use of Electronic Equipment. A full list of relevant policies is contained on the council Intranet.

Training:

Employees are required to attend and participate fully in training programmes as may be decided by the Council from time to time and to apply their learning in the course of their daily working activities.

Location of assignment/appointment:

Tipperary County Council reserves the right to assign the successful candidate to any premises in use by the Council, now or in the future.

The person appointed will be required to report to their place of work by their own means of transport and at their own expense.

Commencement:

Tipperary County Council shall require a person to whom an appointment is offered to take up such appointment within a period of not more than one month (subject to notice requirements) and if they fail to take up the appointment within such period or such other longer period as the Council in its absolute discretion may determine, Tipperary County Council shall not appoint them.

Reporting Arrangements:

The Temporary Tourism Marketing Officer will report directly to the appropriate supervisor in the Section or to any other employee of Tipperary County Council as the Chief Executive, Director of Services or other appropriate employee may designate for this purpose.

A system of regular appraisal (PMDS) will be operated during employment, which will involve discussions between the employee and the line manager regarding performance and conduct.

Health & Safety:

Tipperary County Council as an Employer is obliged to ensure, in so far as it is reasonably practicable the Safety, Health and Welfare at Work of all of its employees. Under the Safety, Health and Welfare at Work Act 2005, the County Council has a legal duty to exercise all due care and take all protective and preventative measures to protect the Safety, Health and Welfare of its employees.

All employees also have a legal obligation under Safety and Health legislation to co-operate with management and not engage in any improper conduct or behaviour or do anything, which would place themselves or others at risk.

Employees must not be under the influence of an intoxicant at the place of work. Employees must comply with all Safety and Health rules and regulations and attend all required Safety and Health Training.

Tipperary County Council operates under ISO 45001 accreditation. All employees are required to cooperate with the implementation of any and all measures necessary to achieve and sustain same.

The Application Process:

Once fully completed, application forms will be accepted.

Please ensure that:

1. Your application is made on the official application form only – CV's should not be included. (Note: a C.V. will not be accepted as an application or as part of an application).
2. You have fully completed all sections of the application form and included all relevant, detailed and accurate information. **Note: any offer of employment is subject to the information given on your application form being true. False/misleading information or deliberate omissions may result in termination of employment.**
3. You attach a copy of your educational certificates.
4. You submit your typed application, to be received by the **Human Resources Section, Tipperary County Council, Civic Offices, Emmett Street, Clonmel, Co. Tipperary, E91 N512** on or before **4:00p.m. on Friday, 6th December, 2024.** Late applications will not be accepted.

Applications submitted after the closing date will not be accepted and any claim in relation to the late receipt of application forms will not be entertained.

The admission of a person to this competition, or an invitation to attend for interview is not to be taken as implying that Tipperary County Council is satisfied that such person fulfills the requirements.

Tipperary County Council may need to contact you during the selection process. It is important that your contact details (phone number, postal and email address) as given on your application form are correct and are accessible by you at all times.

Tipperary County Council accepts no responsibility for communication not accessed or received by the applicant.

The Selection Process:

Tipperary County Council reserves the right to shortlist applications if required.

This is not to suggest that any candidate may be unsuitable or incapable of undertaking the duties of the post advertised, but rather that there may be candidates who have demonstrated that they are better qualified and/or have more relevant experience.

Step 1: Initial Screening

In the first instance, all applications received by the latest date/time for receipt of completed applications are screened for eligibility in accordance with the Qualifications for the post as set out in this booklet.

Step 2: Shortlisting

Each candidate's application may be assessed against pre-determined criteria based on the requirements of the position as outlined in this booklet. It is the sole responsibility of the applicant to provide a detailed and accurate account of their qualifications and/or experience in their application form and to outline the relevance of their application.

Step 3: Interview

Candidates who are successful in the shortlisting process will be invited to attend for interview(s).

Tipperary County Council will endeavour to give sufficient notice of the scheduled interview time and date to shortlisted candidates. Thereafter, it is the responsibility of the candidate to make themselves available on time and on the date advised. Candidates who do not attend for interview on the date and time advised will be deemed to have withdrawn their application from the competition. Expenses incurred by candidates in attending for interview, will be at the candidates own expense.

An independent interview board will be established by the Chief Executive of Tipperary County Council to assess the candidates shortlisted for interview.

The Interview board will generally comprise a Chairperson and two other members, who will have expert knowledge in the relevant field. The objective of the interview board is to identify candidates who best meet the objective criteria and competencies required for the position and to place them in order of merit. Candidates who are successful in the interview will be qualified in order of merit for appointment to the post of **Temporary Tourism Marketing Officer (Munster Vales)** and placed on a panel.

It should be noted that placement on a panel may not necessarily lead to a job offer. The selection process is not concluded until such time as references have been sought and clearance checks, i.e. Garda vetting, occupational health, verification of education qualifications, etc, have been carried out to the satisfaction of the Council.

Competencies:

The interview will be competency based and candidates will be examined on the following competencies as part of the interview:

- Demonstrate experiences of working in the tourism industry
- Work on their own initiative
- Demonstrate experiences associated with being self-motivated, a self-starter and results driven.
- The ability to meet deadlines and experiences of same.
- Project management skills
- Excellent communication and presentation skills both written and oral.
- The ability to build and maintain relationships and networks is essential for this role
- A problem solver.

Feedback:

Candidates shall be notified of the outcome of each stage of the selection process at the earliest possible date.

If, following the interview, a candidate is placed on a panel they shall be informed of their position on the panel. Details of marks attained in the interview process will be provided upon receipt of written request.

Deeming of candidature to be withdrawn:

Candidates who do not attend for interview or other test when and where required by the Tipperary County Council, or who do not, when requested, furnish such evidence as required by Tipperary County Council within the specified timeframe with regard to any matter relevant to their candidature, will be deemed to have withdrawn their application from the competition.

Should a candidate decline an offer of employment, or having accepted an offer of employment relinquish it prior to commencing in the post, they will be deemed to have withdrawn their application from the competition.

References:

Applicants are required to advise the names of two responsible persons to whom they are well known but not related (at least one of the referees should be an existing or former employer).

In advance of any offer of employment, Tipperary County Council reserves the right to seek both written and verbal references from current and previous employers, educational institutions or any other organisations with which the candidate has been associated. The Council reserves the right to determine the merit, appropriateness and relevance of such references and referees.

Verification of Educational Qualifications:

Prior to appointment the candidate will be required to present within a specified timeframe, the original parchment of their certificate, diploma and/or degree, and any other supporting documentation required by the Council*, to the Human Resources department in order to verify their qualifications.

** Non Irish Qualifications must be accompanied by a determination from Quality and Qualifications Ireland (QQI) to establish their comparability against the Irish National Framework of Qualifications, overseas qualifications must also be accompanied by a translation document.*

Pre-Employment Medical:

Prior to appointment the candidate may be required to complete a Health Declaration and will be required to undergo a medical examination by a qualified medical practitioner nominated by the Council. Where for any reason the cost of the medical examination is borne by the applicant it shall be refunded on appointment. In all other cases the Council will incur the cost of the pre-employment medical.

Garda Vetting:

Garda Vetting may be sought in accordance the National Vetting Bureau (Children and Vulnerable Persons) Acts 2012 to 2016 and the applicant will be required to fully cooperate with this process.

Canvassing:

Any attempt by a candidate, or by any person(s) acting at the candidate's instigation, directly or indirectly, by means of written communication or otherwise influence in the candidate's favour, any member or employee of the Council or person nominated by the County Council to interview or examine applicants, will automatically disqualify the candidate for the position being sought.

Confidentiality:

Tipperary County Council, in its recruitment and selection procedures, has appropriate measures in place to protect the confidentiality of all applicants. All enquiries, applications and other aspects that form part of the recruitment formalities are treated as confidential and are not disclosed to anyone, outside of those directly involved in the recruitment process - subject to the provisions of the Freedom of Information Acts, 1997-2014.

Records created, maintained and stored by Tipperary County Council as part of the recruitment and selection process are subject to a range of legislation, including Freedom of Information and Data Protection. Tipperary County Council shall comply with the National Records Retention Policy (2001) and any other relevant records retention policies.

General Data Protection Regulation:

Tipperary County Council is committed to protecting your personal data and we comply with our obligations under the Data Protection Acts, 1988 – 2018, and the General Data Protection Regulation.

Basis for Processing your Personal Information

The basis for processing your personal data is to process your application for the position you have applied for with Tipperary County Council under the Terms of the Employment (Information) Act 1994 and Human Resources Department policies and procedures.

Personal data sought for the purpose of recruitment will include your name, your contact details including email address and mobile number, particulars of education, details regarding your record of employment, details of referees and confirmation of if you require an employment permit/visa/ or work authorisation.

When your application form is received, we create a computer record in your name, which contains much of the personal information you have supplied. This personal record is used solely in processing your candidature. You are entitled to obtain at any time, a copy of information about you, which is kept on computer.

Sharing of Information

Outside of the relevant recruitment team, the information provided in your application form will only be shared for progressing the competition for which you have applied for, with a designated short-listing and/or interview board.

If, following the competition, you are placed on a Panel and offered a position, the information provided in your application form will form part of your Personnel File and may be used for deciding the post to which you are assigned.

Furthermore, should you be offered a position and subsequently confirm your interest in the position, the information provided on your application form will be used to request service records, employment references and/or character references as required.

Storage period

Your application will be retained for one year from the date a panel for this position is formed. In exceptional circumstances panels can be extended for an additional year and your personal data will be kept until the extension has expired (usually a further one year, rarely two years). You will be notified

if the panel has been extended after one year and the new expiry date of the panel.

Applications which are unsuccessful at interview stage will be retained for one year. Applications that are not progressed to interview stage will be destroyed post competition.

If you do not furnish the personal data requested, Tipperary County Council will not be able to progress your application form for the competition for which you are applying.

Important Notice -The above represents the principal conditions of service and is not intended to be the comprehensive list of all terms and conditions of employment which will be set out in the employment contract to be agreed with successful candidates.



Comhairle Contae Thiobraid Árann
Tipperary County Council

