

# Community Engagement and Digital Communication Officer

## Competition and Information Booklet

Please read carefully

<b>Job Title:</b>	Community Engagement and Digital Communication Officer
<b>Contract Type:</b>	Permanent full-time contract
<b>Location:</b>	Blended work model with office in Mullingar, Co. Westmeath
<b>No. of Hours:</b>	35 hours per week
<b>Starting Salary:</b>	€33,426

### **Closing Date for receipt of Applications**

**12.00 noon on Friday, 4<sup>th</sup> October 2024**

Contact: [recruitment@locallinklwr.ie](mailto:recruitment@locallinklwr.ie)

### **About Longford Westmeath Community Transport CLG**

Longford Westmeath Community Transport CLG trading as TFI Local Link Longford Westmeath Roscommon is a not-for-profit organisation managed by a voluntary board of directors and acts as agents for the National Transport Authority (NTA) with responsibility for managing TFI Local Link (Rural Transport) services in counties Longford, Westmeath and Roscommon.

South Westmeath Rural Transport Association was formed in July 2002 as part of the Rural Transport Initiative, services commenced in February 2003 with 9 routes. In 2007 services were extended to cover the whole county and in 2015 Westmeath amalgamated with Longford and changed its name to Longford Westmeath Community Transport CLG. In 2019 the geographical area was extended to include Longford Westmeath and Roscommon following a procurement process for the management of TFI Local Link services by the National Transport Authority.

### **Background to TFI Local Link**

TFI Local Link services are funded by Government to secure, through a number of mechanisms, public transport services in rural Ireland. In 2019 Local Link total patronage was 2.5m and the budget to provide services was €24.1m. There has been significant growth over recent years that reflects a growing awareness of the importance of public transport in supporting and enhancing the quality of life of those living in rural Ireland. The pandemic has

seen a reduction in passenger numbers travelling during the restrictions however there has been a steady return as restrictions are lifted.

The Rural Transport Programme through Transport Co-ordination Units (TCUs) such as Longford Westmeath Community Transport CLG manage the rural transport services locally. TFI Local Link services are delivered through the procurement of licenced passenger transport operators via public tendering competitions.

Two types of services are provided:

- Demand Response services provide the opportunity for customers to pre-book trips on designated days, some are door-to-door and most of these services now use wheelchair accessible vehicles.
- Scheduled services (rural regular services as they are referred to) provide timetabled services connecting communities to local amenities and to longer distance coach transport hubs and trains stations for onward travel to regional centres.

Services under the rural transport programme are constantly reviewed to ensure they continue to meet the objectives of the programme and the needs of those of the service users and the communities they serve.

### **Role Overview**

The duties of the Community Engagement and Digital Communication Officer includes supporting the company in maintaining and promoting the presence of TFI Local Link Longford Westmeath Roscommon through different social media platforms and website and to work with the NTA Marketing team to promote TFI Local Link and its services regionally and nationally. It also includes engagement with community groups and statutory agencies e.g. Local Authorities, to assist in the development of local area plans etc. and to inform and get feedback on services within the geographical area of operation along with analysing and evaluating data from social media, website and services.

### **Duties and responsibilities**

#### ***Community Engagement***

- Liaise with Local Community Groups and Organisations within the TCUs' geographical area to inform them of services provided by TFI Local Link and get feedback on services and areas where services could be improved.
- Develop and maintain relationships with local organisations, leaders, and stakeholders.
- Collaborate with various community groups, local authorities, and other stakeholders.
- Assist in working with the local authorities in the TCU operational area in development of plans and reports as required.

### ***Social Media & Website Management***

- Manage, maintain, and update social media platforms used by the company and investigate other and new platforms that could be utilised to promote TFI Local Link services.
- Create, curate, and schedule content across various social media platforms.
- Monitor and respond to comments, messages, and mentions in a timely manner.
- Maintain and update the website with fresh content, ensuring it is user-friendly and visually appealing.
- Monitor website performance and troubleshoot any issues.
- Optimise website content for SEO to improve search engine rankings.

### ***Analytics and Reporting***

- Track and report on key performance indicators (KPIs) for social media and website performance.
- Provide regular reports to management on the effectiveness of online strategies.
- Analyse data received from operators utilising the ITMS and Future Fleet systems and provide reports as requested on passenger numbers, stop usage etc.
- Analyse and evaluate data to assist in the planning and revision of services by the NTA and the TCU.
- Mapping of services as required on relevant mapping systems such as Remix.

### ***Collaboration and Communication***

- Work closely with marketing, PR, and other departments to ensure cohesive online presence.
- Stay updated on industry trends and best practices in social media and website management.
- Train and support team members on social media and website best practices.

### ***Marketing***

- Utilise opportunities that present themselves to promote TFI Local Link services with other transport providers (Irish Rail, Bus Eireann etc.) and with Failte Ireland, local amenities and attractions within the region.
- Working with the National Transport Authority (NTA) Marketing team to roll out marketing campaigns at their request along with presenting ideas of possible campaigns for the region to the NTA.

### ***Other Duties***

- Assist the Manager, Operations Co-ordinator and Finance Administrator when required.
- Assist health and safety matters pertaining to the TFI Local Link Longford Westmeath Roscommon operations.
- Carry out services inspections as required.
- Take part in other projects and initiatives as required.

***Please Note:*** The functions and responsibilities initially assigned to this position are based on the current organisational requirements and may be changed from time to time. The person appointed requires the flexibility to fulfil other roles and responsibilities at a similar level within the organisation.

### **Essential Criteria**

***Please Note:*** In order to satisfy the shortlisting panel that you meet the criteria of this role, you must explicitly reference how you meet same in your application. Failure to demonstrate these may prevent your application progressing to future shortlisting stages.

Each candidate must meet the following requirements at the time of the competition closing:

- a) Have a qualification in marketing, communications, digital media or related field at NFQ level 6 or above.
- b) Be proficient in social media platforms (e.g., Facebook, X (Twitter), Instagram, LinkedIn).
- c) Have knowledge of website management tools (e.g., WordPress, CMS).
- d) Have a strong understanding of SEO and web traffic metrics.
- e) Have effective written and verbal communication skills.
- f) Have excellent administration skills.
- g) Be proficient in the MS Office suite, in particular Word and Excel.
- h) Ability to multitask and manage time effectively.
- i) Have access to transport and licence to drive

### **Desirable Criteria**

***Please Note:*** Should further shortlisting be required after essential criteria above, a selection of the following may be assessed.

The ideal candidate will also:

- j) Have previous experience in community engagement, outreach, or a similar role.
- k) Have previous experience in social media management, website administration, or a similar role.

- l) Have an understanding and awareness of the role of Community Engagement and have awareness of Climate Change issues and the challenges and opportunities for TFI Local Link in this regard.
- m) Have good interpersonal and influencing skills; and
- n) Have strong organisational skills

### **Additional Considerations for the Role**

- Funding:*** It must be understood that all posts within Longford Westmeath Community Transport CLG are subjected to continued funding and if discontinued any post holder's contract may be terminated.
- Annual Leave:*** Annual Leave entitlement will be 25 days per annum plus public holidays. The needs of the position must be considered when applying to take annual leave.
- Hours of Work:*** The normal hours of work are 09:00 to 17:00 with 1 hour for lunch. These hours will vary depending on position requirements, flexibility is required in regard to start, finish and break times, while overall the employment will be on the basis of a 35-hour working week
- Salary:*** Incremental Pay Scale starting at €33,426 with 6% Employers contribution to Pension (after 6 months' probation).
- Location:*** The employment base for this role will be Mullingar. An application can be submitted to work from home for a maximum of 2 days per week (after 6 months' probation).
- Probation:*** There is a 6-month probationary period which may at the discretion of the Manager be extended to 10 months.
- Travel:*** This position will involve some travel within Ireland and occasional meetings. Travel and expenses will be paid in accordance with approved civil service rates
- Closing Date:*** The deadline for receipt of Application is 12 noon, Friday 4<sup>th</sup> October 2024.

### **How to Apply**

Please submit your application in one single word document or PDF referencing **Community Engagement and Digital Communication Officer** in the subject of the email to [recruitment@locallinklwr.ie](mailto:recruitment@locallinklwr.ie) with the following:

1. A comprehensive cover letter outlining why you wish to be considered for the post and where you believe your skills and experience meet the requirements for the role of Community Engagement and Digital Communication Officer and
2. A comprehensive CV (not to exceed 3 pages).

**Please Note:** The omission of any or part of the 2 requested documents, as set out above, will render the application incomplete. Incomplete applications will not be considered for the next stage of the selection process.

### **Closing Date**

**The closing date and time for applications is strictly 12.00 (noon) on Friday, 4<sup>th</sup> October 2024. Applications received after the specified deadline cannot be accepted.**

If you do not receive an acknowledgement of receipt of your application within 2 working days of applying, please email [recruitment@locallinklwr.ie](mailto:recruitment@locallinklwr.ie)

**Longford Westmeath Community Transport CLG is an equal opportunities employer**

## Key Competencies

Please note that all or some of the competencies will be examined on your application form and at interview.

<b>Information Management &amp; Processing</b>	<ul style="list-style-type: none"> <li>• Demonstrates Organisational Skills</li> <li>• Ability to understand and adhere to procedures and processes</li> <li>• Demonstrates proficiency in the use of Information Technology</li> <li>• Collating Data and information processing</li> <li>• Analytical and reporting skills</li> </ul>
<b>Team Working</b>	<ul style="list-style-type: none"> <li>• Interpersonal skills and ability to communicate effectively with a wide range of stakeholders</li> <li>• Develop and maintain good working relationships with teams</li> <li>• Demonstrate dignity and respect for colleagues</li> <li>• Understand own role and personal contribution within a team</li> </ul>
<b>Delivering Results</b>	<ul style="list-style-type: none"> <li>• Take responsibility for delivering quality work in a timely manner</li> <li>• Assess and prioritise workloads</li> <li>• Ensure accuracy and high standards in work delivered</li> <li>• Flexibility in approach to work</li> <li>• Adapt quickly to change and new ways of doing things</li> <li>• Use initiative and self-motivate when required</li> </ul>
<b>Communication Skills</b>	<ul style="list-style-type: none"> <li>• Communicates clearly</li> <li>• Actively listens</li> <li>• Demonstrates positive customer service attitude</li> </ul>
<b>Personal Effectiveness</b>	<ul style="list-style-type: none"> <li>• Clear knowledge and understanding about the services TFI Local Link provide</li> <li>• Commitment to self-development and improving skills and knowledge.</li> <li>• Strives to perform at a higher level</li> <li>• Enthusiastic and energetic about the role</li> <li>• Acts with honesty and integrity</li> <li>• Treats others in a fair and consistent manner</li> <li>• Possess resilience and ability to work in a demanding environment</li> </ul>