



INFORMATION FOR APPLICANTS

PR & MEDIA RELATIONS EXECUTIVE

(SO GRADE)

(PRMR/25)

CLOSING DATE:

MONDAY 10 FEBRUARY 2025

AT 12:00 NOON GMT

Invest NI is an Equal Opportunities Employer

Invest NI is committed to equality of opportunity and welcomes applications from suitably qualified people from all sections of the community.

At this time, it particularly welcomes applications from people with disabilities and from minority ethnic groups.

Please note: You should submit your application form via email to monitoringofficer@investni.com. You should receive an automated response confirming receipt of your email. If you do not receive this automated response within 24 hours of submission, please contact a member of the Human Resources Team by telephoning 028 9069 8234.

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Section 1 – Key Information about the role

This competition will be used to fill a permanent PR & Media Relations Executive vacancy within the Marketing and Communications Group.

We are looking for a creative individual with a way with words to join our fast-paced and busy Press Office. As a PR & Media Relations Executive you will identify and deliver positive news stories and editorial content on behalf of Invest NI. You will have a skill for hunting out a good story and gathering information from others along with a real ability for crafting engaging content for online and offline platforms.

Please see Section 4 for more detail.

This competition will also be used to compile a list of suitable appointees in order to fill any future vacancies with the same selection criteria that may arise in the 12 months following the competition.

The role will be permanent and full-time, 37 hours per week, however, Invest NI offers a range of flexibilities to enable a better work life balance for our people.

Salary

The salary range for these positions is £34,524-£35,712- per annum (SO, 2023 Pay Scale). The entry point for the successful candidates will be at the minimum of the range.

Pension

We offer all employees access to an attractive pension scheme. Full details can be found on the Principal Civil Service Pensions Scheme (Northern Ireland) website at <https://www.finance-ni.gov.uk/landing-pages/civil-service-pensions-ni>.

Location

The role will be based in Invest NI's Bedford Street Headquarters, though our hybrid approach to working allows our people to work a maximum of 60% of their time at home. There is also flexibility to work remotely across our Regional Office Network.

There will also be a requirement to travel within Northern Ireland and you will need to confirm you possess a full driving licence and full use of a vehicle for business purposes, or that you have access to a mode of transport which will permit travel throughout Northern Ireland to meet the requirements of the post in full.

NI Business Groups

Invest NI is organised into eight operational business groups, each headed by an Executive Director:



Section 2 – Selection Criteria

In order to be considered for the role, candidates must be able to demonstrate, by the closing date for applications, recent experience in the following essential criteria. You must demonstrate this experience through specific examples.

Recent has been defined as within the past eight years.

1. **Public relations experience:** Please provide evidence of your experience of identifying and drafting compelling good news stories/press releases on behalf of an organisation, to support business objectives.

As part of your evidence please demonstrate how you identified a positive story, your drafting process, how you selected the right platform(s) for placement and how you secured coverage/engagement for your piece.

The following additional essential criteria will be tested at interview. Shortlisted candidates will also be required to undertake an unseen assessment.

Recent experience of:

2. **Copy writing skills:** a good understanding of storytelling and excellent writing skills with the ability to draft impactful copy for a range of different formats (press releases, editorial, speeches, social media video scripts) including the ability to present complex information in plain English.
3. **Communications skills:** strong verbal communication skills and an inquisitive mind, able to gather information from different sources, and the creative flair to take a story from concept to execution.
4. **Media relations:** in-depth knowledge and understanding of the media landscape in Northern Ireland with proven track record of securing strong media coverage and online reach/engagement.
5. **Social Media skills:** able to draft effective social media posts and create short social media video content, including writing scripts and identifying suitable locations.
6. **Project Management skills:** able to work on multiple pieces at the same time, managing competing priorities to meet tight deadlines.

7. **Relationships:** able to build strong relationships with colleagues, stakeholders and customers and work effectively as part of a team to deliver shared objectives.
8. **Resource Management:** able to manage a project budget ensuring value for money.

Section 3 - More about Invest NI

Invest NI is NI's economic development agency. Every day we work with businesses, delivering high-quality services, programmes, support and expert advice. That includes local entrepreneurs starting their journey as well as the largest multi-nationals tapping into our world-class economic assets, skills and expertise.

Our mission is to work with businesses to accelerate their growth by increasing external sales and innovation, creating good quality jobs, boosting productivity and skills, growing inward investment and reducing carbon emissions.

Our vision outlines what we aim to achieve and how we will act in all our dealings with customers and stakeholders.

For more information about Invest NI please visit our website at www.investni.com.

Section 4 – Role Overview

More about the Marketing & Communications Group

The Marketing & Communications Group is responsible for developing and implementing the annual marketing and communication strategy for Invest NI, in local and international markets.

This strategy and the supporting promotional campaigns and initiatives help to:

- promote awareness, engagement and participation on Invest NI's portfolio of programmes and services;
- ensure customers and local businesses can grow by increasing productivity, skills and exports, and becoming more competitive in international markets;
- attract high quality inward investment to Northern Ireland;
- stimulate a culture of innovation and enterprise; and
- ensure clear understanding of the goals and objectives of the organisation by all staff, how progress against these is being delivered and supporting high levels of employee engagement.

The Marketing & Communications Group is made up of six teams consisting of c30 staff:

- Campaigns & Digital Solutions
- Sectors and International
- PR & Media Relations
- Stakeholder Engagement
- Internal Communications
- Nibusinessinfo.co.uk

These teams cover functional areas that include: (a) strategy and branding, (b) corporate communications, (c) local and international marketing, (d) digital engagement, (e) PR & media relations, (f) stakeholder engagement, and (g) internal communications.

With an overall budget of circa £4 million per annum, the Group also manages a number of specialist service contracts covering design, digital marketing, advertising, filming, international public relations, event management, market research, and photography.

Overview of the PR & Media Relations Executive Roles

Reporting to the PR & Media Relations Manager, the successful applicants will contribute to the successful delivery of a pipeline of positive PR stories to highlight the work of Invest NI. You will also work closely with colleagues across the Communications Group (e.g. our marketing team) to identify opportunities to collaborate and integrate activity. You will develop and deliver communications initiatives using the full range of communications channels to ensure activities are:

- Relevant to the audience
- Concise
- Accessible
- Timely
- Delivered using appropriate channels and media, and
- Complemented by appropriate feedback mechanisms.

Key responsibilities may include:

- Work as part of a team to deliver a pipeline of positive PR stories across traditional digital and social media channels to highlight the work of Invest NI and support the organisation to meet its strategic objectives.
- Research and identify potential news stories, gather information and distil this into impactful written pieces on topics of relevance to the work on Invest NI.
- Write and edit content including press releases for print and online platforms.
- Draft social media posts, write social media video scripts and film short video content for social media platforms.
- Draft content for corporate publications including Annual Reports and business plans.
- Input into speeches for CEO, Chair and Minister for the Economy.
- Provide communications advice to internal customers, including senior management, on media related issues.
- Input into Lines to Take and media briefings for senior management and Ministers.
- Build and maintain strong working relationships with a range of media, in particular business journalists and regional editors.
- Organise media announcements, including liaising with suppliers, companies, media and stakeholders.
- Input into effective budget management in line with agreed protocols, demonstrating effectiveness and value for money.

Section 5 – Benefits package

Holidays

Your annual leave entitlement will be 25 days per annum with an additional 12 Public and Privilege holidays. The leave year runs from 1st February to 31st January. Leave entitlement in the period prior to the start of the new leave year is calculated on a pro-rata basis.

Learning and Development

Invest NI is committed to supporting staff to reach their full potential. Invest NI actively develops all staff and invests significantly in training and development for business success and personal growth. This includes on-the-job training, external training and, where appropriate, further education.

Other benefits

Maintaining a positive work/life balance is important to Invest NI and we have a range of policies to help achieve this including flexible working practices, for example parental leave, provision of special leave for emergencies and employee welfare services.

You will have access to a number of other schemes including Healthcare, Cycle to Work, and Annual Commuter Travel Card.

We also have a vibrant Sports and Social Committee and promote positive health and wellbeing through regular activities such as the Walking Club, 5-a-side football and regular social events.

Section 6 – Appointment

Appointments will be permanent and full-time. Full-time roles are 37 hours per week; however, Invest NI offers a range of flexibilities to enable a better work life balance for our people.

If successful, you will be expected to take up the position as soon as possible. Should you decline an offer of appointment, you may not be offered any future posts to be filled from this competition.

Prior to taking up your duties, you must supply a copy of your birth certificate and enter into an agreement setting out the terms of your appointment.

References

Your appointment is subject to receipt of two satisfactory references.

Vetting Requirements

Your appointment is also subject to a background check - Invest NI will organise a Criminal Record Check on successful applicants to be carried out by AccessNI. The category of AccessNI check required for this post is Basic Disclosure Certificate. You should not put off applying for a post because you have a conviction and any disclosure will be seen in the context of the job description, the nature of the offence and the responsibility for the care of existing clients and employees. We deal with all criminal record information in a confidential manner and in accordance with our Privacy Standard. Information relating to convictions is destroyed after a decision is made.

More information can be found on <http://www.accessni.gov.uk/>. If you are being considered for appointment, you will be asked to complete the AccessNI application form. Please note that a request to complete this form should not be seen as a guarantee of an offer of appointment. Failure to complete the application form and return it within the specified time will be regarded as 'no longer interested in the position' and your application will be withdrawn.

Criminal Record information is subject to the provisions of the Rehabilitation of Offenders (NI) Order 1978. A copy of Invest NI's Policy on the Recruitment of Ex-Offenders is available upon request.

Conflicts of Interest

Candidates must note the requirement to declare areas of actual, potential or perceived conflict with the interests of Invest NI. You will be required to make such declarations upon offer of employment and annually thereafter for Invest NI's consideration. You will be required to abide by the rules adopted by Invest NI in relation to private interest and possible conflict with public duty; the disclosure of official information; and political activities.

Probation

You will be subject to a 10 month probationary period. At the end of this period, subject to satisfactory performance and attendance you will be confirmed in post. If your performance, conduct or attendance during this period is not satisfactory your appointment may be terminated.

No Smoking Policy

Invest NI operates a no smoking policy in all its offices.

Section 7 – Selection Process

Completed applications, demonstrating the experience and skills sought, must be submitted to the Monitoring Officer by 12:00 noon GMT on Monday 10 February 2025.

All applications for employment are considered strictly on the basis of merit.

Canvassing

Canvassing in any form is not allowed at any stage of the process.

The Application Form

To ensure equality of opportunity for all applicants:

- Only completed applications on the application form will be accepted. CVs or any other supplementary material in addition to completed application forms will not be accepted.
- Applicants must complete the application form in Arial size 10 font, or block capitals using black ink.
- The space available on the application form is the same for all applicants and must not be altered or re-formatted and applicants must adhere to the specified word count.
- If you are submitting your completed application form electronically, you must ensure that it is sent via email as an attachment (either as a PDF or Microsoft Word document only). Forms sent via any other online method or converted into any other digital format, or which Invest NI deems unsafe to open, will not be accepted.
- Applications which are received after the closing date and time will not be accepted.

Other points to note:

- You should ensure you provide evidence of your experience on your application form, giving length of experience, examples and dates as required. Please refer to the Privacy Notice in this information booklet for information as to how your personal data will be processed stored and shared by Invest NI.
- It is not sufficient to simply list your duties and responsibilities. Invest NI will not make assumptions from the title of your post as to the skills and experience gained. It is vital that you highlight your specific role and contribution by using actual examples to illustrate your experience against the selection criteria.

- Applications which do not provide the necessary detailed information in relation to the knowledge, skills and criteria required will be rejected.
- It is not Invest NI's policy to pay travel expenses to any candidate attending interview unless their journey is from outside Northern Ireland or the Republic of Ireland. For these candidates, expenses will be payable only for flight or ferry crossings to a maximum of £100, on presentation of valid receipts, and only for attendance at final interviews.

Equal Opportunities Monitoring Form:

Invest NI is an Equal Opportunities Employer and to help ensure that we are meeting our Equality of Opportunity obligations, we monitor the composition of staff and applicants. This monitoring helps to assess whether any of our policies, procedures or activities are operating to the detriment of any particular grouping within our diverse society. **Therefore the monitoring form included with your application form is regarded as part of your application and should be completed and returned.**

The monitoring form will not be available to the selection panel. It will be separated from the application form by the monitoring officer and transferred to a computer based monitoring system. There it will be protected, access restricted and used strictly in line with our Privacy Notice.

Shortlisting

A shortlist of candidates for assessment and interview will be prepared on the basis of the information contained in the application. **Responses in your application form should demonstrate how and to what extent you satisfy the essential criteria outlined:**

Public relations experience: Please provide evidence of your experience of identifying and drafting compelling good news stories/press releases on behalf of an organisation, to support business objectives.

As part of your evidence please demonstrate how you identified a positive story, your drafting process, how you selected the right platform(s) for placement and how you secured coverage/engagement for your piece.

Interview and Assessment

Shortlisted candidates will be invited to the next stage of the selection process which will include an interview and assessment. The topic for the assessment will be provided on the day with time allocated to prepare. It is expected that shortlisting will take place during the week commencing Monday 10 February 2025 and that assessments/interviews will take place during the week commencing 17 February 2025.

The selection panel will assess candidates against the interview and assessment criteria as appropriate.

The panel's decision at every stage of the selection process is final.

Section 8 – Interview Guidance

If this is your first experience of a criterion-based interview, bear in mind that it **does not** require you to:

- talk through previous jobs or appointments from start to finish;
- discuss your background and experience at a general level; or
- provide any information that is not relevant to the post for which you are applying.

A criterion-based interview **does**, however, require you to:

- focus exclusively on the criteria required for effective performance in the role; and
- provide specific examples of your experience in relation to the required criteria.

In preparation for the interview you may wish to think about having a clear structure for each of your examples, such as:

- **Situation** – outline the situation;
- **Task** - what was your objective, what were you trying to achieve;
- **Action** - what did you actually do, what was your unique contribution;
- **Result** - what happened, what was the outcome, what did you learn.

It is strongly recommended that you familiarise yourself with the selection criteria outlined in this pack. The interview panel will ask you to provide specific examples from your past experience in relation to each of the criteria areas.

You should therefore come to the interview prepared to discuss in detail a range of examples which best illustrate your skills and abilities in each criteria area. You may draw examples from any area of your work / life experiences. No candidate notes will be permitted in the test or interview room.

Section 9 – Equality of Opportunity

Invest NI is committed to a policy of Equality of Opportunity in its employment practices and aims to ensure that no actual or potential job applicant or Staff Member is discriminated against, either directly or indirectly, on the grounds of gender, gender reassignment, marital (or civil partnership) status, disability, race, community background or political persuasion, age, dependents, sexual orientation, pregnancy and maternity or Trade Union membership.

Each person shall have equal opportunity for employment, training and advancement in Invest NI on the basis of ability, qualifications and performance. This maximises the effective use of human resources in the best interests of both the organisation and the individual.

Invest NI is committed to equality of opportunity and welcomes applications from suitably qualified people from all sections of the community.

To facilitate Equality of Opportunity Invest NI offers a range of family friendly policies which reduce barriers to combining work and family commitments.

Invest NI is an Equal Opportunities Employer.

Section 10 – Privacy Notice – Job Applicants

WHO WE ARE – THE DATA CONTROLLER

'We' are Invest Northern Ireland, a public body registered at Bedford Square, Bedford Street, Belfast, BT2 7ES.

We are the "Controller" for the purposes of data protection law. This means that we are responsible for deciding how we hold and use personal information about you. You are being sent a copy of this privacy notice because you are applying for work with us (whether as an employee, worker or contractor). It makes you aware of how and why your personal data will be used, namely for the purposes of the recruitment exercise, and how long it will usually be retained for. It provides you with certain information that must be provided under the UK General Data Protection Regulation (GDPR).

DATA PROTECTION PRINCIPLES

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

WHAT INFORMATION DO WE HOLD AND HOW DO WE OBTAIN IT?

In connection with your application for work with us, we will collect, store, and use the following categories of personal information about you:

- The information you have provided to us in your application form.
- The information you have provided on our application form, including name, title, address, telephone number, personal email address, date of birth, gender, employment history, qualifications.
- Any information you provide to us during an interview and the results of any written or online selection tests.

We may also collect, store and use the following "special categories" of more sensitive personal information:

- Information about your race or ethnicity, religious beliefs, sexual orientation and political opinions.
- Information about your health, including any medical condition, health and sickness records.
- Information about criminal convictions and offences.

How is your personal information collected? We collect personal information about candidates from the following sources:

- You, the candidate.
- Any recruitment agency, involved in your recruitment. The recruitment agency may provide us with a copy of your CV and contact details.
- Access NI.
- Your named referees, from whom we collect the following categories of data: references if you are successful.

How we will use information about you

We will use the personal information we collect about you to:

- Assess your skills, qualifications, and suitability for the role.
- Carry out background and reference checks, where applicable.
- Communicate with you about the recruitment process.
- Keep records related to our hiring processes.
- Comply with legal or regulatory requirements, e.g. the obligation on us not to discriminate during our recruitment process or employ someone who does not have the right to work in the UK.

It is in our legitimate interests to decide whether to appoint you to the role since it would be beneficial to our business to appoint someone to that role.

We also need to process your personal information to decide whether to enter into a contract of employment with you.

Having received your application form, we will then process that information to decide whether you meet the basic requirements to be shortlisted for the role. If you do, we will decide whether your application is strong enough to invite you for an interview. If we decide to call you for an interview, we will use the information you provide to us at the interview to decide whether to offer you the role. If we decide to offer you the role, we will then take up references and/or carry out a criminal record before confirming your appointment.

If you fail to provide personal information

If you fail to provide information when requested, which is necessary for us to consider your application (such as evidence of qualifications or work history), we will not be able to process your application. For example, if we require a credit check or references for this role and you fail to provide us with relevant details, we will not be able to take your application further.

HOW WE USE PARTICULARLY SENSITIVE INFORMATION

We will use your particularly sensitive personal information in the following ways:

- We will use information about your disability status to consider whether we need to provide appropriate adjustments during the recruitment process, for example whether adjustments need to be made during interview.
- We will use information about your race or national or ethnic origin, religious, philosophical or moral beliefs, or your sexual life or sexual orientation, to ensure lawful and meaningful equal opportunity monitoring and reporting.

Information about criminal convictions

We may process information about criminal convictions where we are legally authorised to do so. We will collect information about your criminal convictions history if we would like to offer you the role (conditional on checks and any other conditions, such as references, being satisfactory). We will carry out a criminal records check in order to satisfy ourselves that there is nothing in your criminal convictions history which makes you unsuitable for the role.

AUTOMATED DECISION MAKING

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

DATA SHARING

Why might you share my personal information with third parties?

We may share information relevant to any request by you for adjustments to the recruitment process as a result of an underlying medical condition or disability with medical / occupational health professionals to enable us to identify what, if any, adjustments are needed in the recruitment process and, if you are successful, once you start work. Our legal basis for sharing this information is that it is necessary for entry into a contract; it is in our legitimate interest to consider adjustments to enable job applicants to participate fully in the recruitment process and it is necessary to comply with our legal obligations.

We may share your personal data that is relevant, where appropriate, with our legal and other professional advisers, in order to obtain legal or other professional advice about matters related to you or in the course of dealing with legal disputes with you or other job applicants. Our legal grounds for sharing this personal data are that it is in our legitimate interests to seek advice to clarify our rights and obligations and appropriately defend ourselves from potential claims; it is necessary to comply with our legal obligations / exercise legal rights in the field of employment and it is necessary to establish, exercise or defend legal claims.

We may share your right to work documentation with the Home Office, where necessary, to enable us to verify your right to work in the UK. Our legal ground for sharing this personal data is to comply with our legal obligation not to employ someone who does not have the right to work in the UK.

DATA SECURITY

Invest NI maintains an Information Security Management System certified to the international security standard ISO 27001 to protect the confidentiality, integrity and availability of corporate information, including your personal data. We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. These include physical and administrative security measures at our offices, firewalls and continuously updated anti-virus programmes and encrypted storage. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

Our Company data is stored in the following locations:

- On ICT systems located in Invest NI Belfast and Newry Offices.
- Locked filing cabinets.
- Secure Off Site Storage.

DATA RETENTION

How long will you use my information for?

We will retain your personal information for a period of 3 years after we have communicated to you our decision about whether to appoint you to role. We retain your personal information for that period so that we can show, in the event of a legal claim, that we have not discriminated against candidates on prohibited grounds and that we have conducted the recruitment exercise in a fair and transparent way. After this period, we will securely destroy your personal information in accordance with our data retention policy.

If we wish to retain your personal information on file, on the basis that a further opportunity may arise in future and we may wish to consider you for that, we will write to you separately, seeking your explicit consent to retain your personal information for a fixed period on that basis.

YOUR RIGHTS

Under certain circumstances, by law you have the right to:

Request access to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.

Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.

Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).

Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.

Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.

Request the transfer of your personal information to another party.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact us as at dpo@investni.com.

Note too that you have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues. Details of how to contact the ICO can be found on its website: <http://ico.org.uk>