



Digital Communications Assistant (Grade IV)

The Housing Agency is a government body working with the Department of Housing, Local Government and Heritage, Local Authorities and Approved Housing Bodies (AHBs) in the delivery of housing and housing services.

The Agency's vision is to achieve an integrated housing system, meeting the nation's housing needs and promoting sustainable communities. It does this by providing evidence-based housing insights and data that inform thinking and policy making; by working with others to enable the delivery of housing solutions and implement programmes and actions in Government housing policy; and by equipping itself and its stakeholders with the capacity required to respond quickly and effectively to challenges in the housing system.

The Agency's work to deliver sustainable and affordable housing for all is framed under three broad themes:

- Being a centre for housing knowledge;
- Bridging housing supply and demand; and
- Building capacity for housing.

We provide a broad range of services including:

- Assisting local authorities with all aspects of their housing function
- Supporting affordable housing initiatives including cost rental and affordable purchase schemes
- Housing acquisitions and property sourcing for social housing
- Managing the Croí Cónaithe Fund
- Technical advice and supports to local authorities and AHBs regarding capital construction and refurbishment projects and procurement
- Financial appraisals of AHB funding applications
- Co-ordination of the Housing First initiative
- Mortgage to Rent
- Research, financial analysis and policy advice
- Pyrite Remediation and the Defective Concrete Block Schemes
- Land development and management
- Loan Underwriting
- Housing practitioner training and information
- National Housing Strategy for Disabled People

Further information on The Housing Agency is available at www.housingagency.ie

The Housing Agency is now seeking applications for a **Digital Communications Assistant – Grade IV** vacancy in the Policy & Practice Team on a permanent basis. This post is based in our offices in Dublin 2. The Housing Agency operate a Blended Working Policy.

Job Description

The Housing Agency wishes to appoint a Digital Communications Assistant (Grade IV). The appointment will be made on a full-time basis, and the successful candidate will report to the Communications Manager.

As Digital Communications Assistant, the post holder will be required to work closely with the Communications Officer and Communications Manager. They will assist with the generation of social media content, carry out website updates and assist with the administration of queries from public representatives and members of the media.

As a staff member, the holder of the post will be expected to actively contribute to and participate in the overall development of The Housing Agency and to promote its policies at all times and to adhere to The Housing Agency values:

<https://www.housingagency.ie/publications/strategy-annual-report>.

Main Duties and Responsibilities

The core duties and responsibilities will include the following:

- Assisting with content management of the Housing Agency's website, in terms of uniformity of content, updating content, generating content planning, and archiving
- Assist in the delivery of the day-to-day web, digital and social media activities of the organisation, including posting and scheduling social media content, creating monthly social media calendar, assisting with scheduling of social media advertising campaigns, gathering analytics data
- Assist in the creation of video content for social media channels and web
- Source, edit and retain photos / images / video as necessary to support the narratives presented in The Housing Agency's outputs
- Support the public relations function of The Housing Agency through assisting with the administration of press and public representative queries
- Liaise with external web developers on maintenance of website
- Assist with the organisation and promotion of events, including annual conferences, training events, exhibitions and seminars
- Keep accessibility of information and platforms used to the forefront of all communications
- Carry out any other duties as directed
- Undertake training and development as required.

Personal / Educational Requirements

The following criteria are considered **essential** for the post:

- Good knowledge of digital and social media analytics

- Excellent ICT and English language skills with good attention to detail
- Strong copywriting and content production skills for websites and social media
- Excellent organisational and planning skills with high attention to detail and accuracy
- Self-starter, demonstrating initiative and confidence with excellent interpersonal and communication skills with flexibility and openness to change
- The ability to work as a team player within a dynamic and continuously changing work environment
- Have the ability to analyse and assimilate information and data, and present it in a comprehensible form.

Desirable Attributes

The following criteria are considered **desirable** for the post:

- At least one's year experience in a communications role
- Experience in supporting communications activities
- Third level qualification in communications, digital media, social media, marketing or similar.
- Experience working with content management systems
- Experience delivering accessible information, including Plain English, accessible PDFs, ALT tags
- Event management experience
- Knowledge of the housing sector

Competencies

- **Analytical and Numeracy Skill** - Excellent analytical/numeracy skills and able to demonstrate compliance with the required standards and ensures sufficient controls and checks are in place.
- **Decision Making** – Exercises good judgment, makes well informed decisions in a timely manner, consults with others as appropriate before implementing decisions.
- **Planning and Organising** – Contributes to the development of operational plans, ensures plans are fully implemented, and monitors progress to operational objectives.
- **Communication and Interpersonal Skills** – Tailors communications to effectively reach an audience. Is assertive and professional when dealing with challenging issues.
- **Teamwork** – Promotes cooperation and commitment within a team to achieve goals and deliverables.
- **Specialist Knowledge** – Has good knowledge of communications, content creation, promotion, and social media.

Salary Scale – Assistant Staff Officer – Grade IV LA Scales

€34,260 - €36,366 - €39,355 - €41,318 - €43,035 - €44,696 - €46,938 - €48,560 - €50,206

LSI 1 - €51,733

LSI2 - €53,301

New entrants will be appointed on the first point of the scale in line with government policy. Different terms and conditions may apply if immediately before appointment you are a currently serving civil/public servant.

Eligibility to compete:

Candidates should note that eligibility to compete is open to citizens of the European Economic Area (EEA). The EEA consists of the Member States of the European Union along with Iceland, Liechtenstein and Norway. Swiss citizens under EU agreements may also apply. To qualify candidates must be citizens of the EEA by the date of any job offer. Eligible candidates must be:

- a) A citizen of the European Economic Area. 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 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
- f) 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 Switzerland and has a stamp 4 visa

Closing date for Receipt of Applications – 10th January 2025 at 12:00 noon

Application Procedure

- All sections of the application form must be completed, incomplete applications will not be considered for shortlisting.
- Applications should be typed and submitted in PDF format to recruitment@housingagency.ie.
- Applications will not be accepted under any circumstances after the closing date and time.
- Canvassing by or on behalf of the applicant will automatically disqualify.
- All information must be provided on the formal application form. Additional information such as CVs, references, and certificates should not be attached to this form.

Should the person recommended for appointment decline or having accepted the position relinquish it or if any additional vacancy arises, the Agency may, at its discretion, select and recommend another person for appointment on the results of the selection process.