



Comhairle Contae  
Loch Garman  
Wexford  
County Council

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## Candidate Information Booklet

### Website Manager (Grade VI) (3 Year Contract)

Closing Date:  
5.00 pm Thursday 4<sup>th</sup> July, 2024

**Wexford County Council is committed to a policy of equal opportunity.**

This competition is being managed by:

*Stephanie Furlong*  
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## **BACKGROUND**

The Councils websites are a crucial tool for meeting the needs of customers and connecting with our communities. The main objectives of the websites are to: -

**Make information easy to find** – Most citizens would rather go online and find the information they need. It is crucial to not only have a wealth of information available online but to make it easily accessible and current.

**Make Services easy to access** – Many people now expect to have the option of accessing services digitally. Citizens would much rather pay a bill, apply for a permit or renew a license online rather than having to make a phone call or visit in person. Our website should enable citizens to accomplish things quickly and to easily access the services they need.

**Designed with mobile in mind** – Mobile devices accounted for 54.4% of all website traffic in 2021 so it is safe to assume that more than half of our citizens will be visiting our website on a smartphone or tablet. It is essential to ensure that the services and information on the website are just as easily accessible for mobile users as possible.

The Council has one main website and twenty ancillary websites. The additional websites cover a range of functions and include Civil Defence, Harbours and Marinas, Sports Active, Library sites (Archives, Art Collection etc.), Economic Development sites (HPBA, Film Locations, Visit Wexford) etc.

## **SCOPE**

The scope of this project includes: –

- Redesign and redevelopment of the main Council website
- Redesign, rebranding and redevelopment (if required) of the 20 ancillary websites or inclusion of the ancillary websites content into the main website
- Inclusion of identified functionality requirements including improved user experience, mobile friendly, improved search, improved navigation, accessibility standards, security
- Identify and maintain the resource requirement to achieve exemplar web presence
- Training and support of content managers and customer service staff
- Service development training and support

## **QUALIFICATIONS**

### **1. CHARACTER:**

Candidates shall be of good character and references shall be sought.

### **2. HEALTH:**

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

### **3. EDUCATION, TRAINING AND EXPERIENCE ETC.:**

Each candidate must, on the latest date for receipt of completed application forms: -

- a) Hold a relevant third level qualification;
- b) Have 5 years relevant experience with a strong emphasis on creating engaging content and UX design;
- c) Have a full understanding of all applications and technologies required to ensure a highly engaging content and website design, including Wordpress, Drupal, HTML/CSS, JavaScript, Adobe Creative Suite, Sketch and prototyping tools;
- d) Have an understanding of the business metrics and the ability to translate company goals and objectives into digital experiences;
- e) Have experience in user research and data analytics;
- f) Have experience in creating user stories, personas, storyboards, prototypes and wireframes;
- g) Have a proven understanding of usability and accessibility principles in relation to both online and offline content;
- h) Have a strong understanding of how content relates to SEO;
- i) Have first rate writing abilities with strong attention to detail;
- j) Have experience planning and leading user testing;
- k) Have excellent communication skills.

#### **4. 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
- (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 the UK or Switzerland and has a stamp 4 visa

#### **PERSON PROFILE**

The person appointed will be able to clearly demonstrate the key competencies as set out in this Booklet. In addition, the successful candidate will possess the following:

- Knowledge and understanding of the structure and functions of local government, of local government issues and priorities and key concerns of local government;
- Understand the role of a Website Manager;
- Relevant administrative experience at a sufficiently high level;
- Experience of managing and supervising staff;
- The ability to motivate, empower and encourage staff to achieve maximum performance;
- Understand the changing operating environment of local government and be capable of leading change in order to deliver quality services to our citizens;
- An understanding of the representational role of elected members;
- Effective financial and resource management skills;
- Proven management analysis, report writing and presentation skills;
- Be capable to working under pressure to tight deadlines in the delivery of key operational objectives.

## **DUTIES OF THE POST**

The duties may include but are not limited to the following and the post holder may be required to perform other duties as appropriate to the post which may be assigned to him/her from time to time and to contribute to the development of the post while in office.

The duties will include, but are not limited to, the following: -

- Lead and manage the development, design and maintenance of the Councils websites
- Liaise with business areas to develop and enhance their digital presence
- Design a cohesive online experience to contribute towards business goals as outlined in the Corporate Plan
- Identify user pain points through analytics, user research and usability testing and implement Solutions
- Develop workflows, interactions flows, navigational flows, mock-ups, wireframes and prototypes
- Bringing user centred approach to the design, development and implementation of customer facing projects to ensure a consistent user experience.
- Create a diverse range of content for web and digital platforms
- Create clear, engaging and compelling textual and visual content
- Ensure all content is optimized and responsive for both an excellent user experience and for search engines.
- Management of content management systems (drupal and wordpress)
- Liaise with hosting providers and deal with any issues arising
- Provide guidance and training to content co-ordinators
- Report to Communications Officer and website steering committee
- Other such duties as may be assigned from time to time.

## **COMPETENCIES FOR THE POST**

Key Competencies for the post include the following and candidates will be expected to demonstrate sufficient evidence within their application form of competence under each of these. Please take particular note of these when completing the application form as any short-listing or interview processes will be based on the information provided by candidates:

<b>Management and Change</b>	<p>Contributes to the development of policies in own area and is effective in translating corporate policies and strategies of Wexford County Council into operational plans and outputs;</p> <p>Embeds good governance practices into day to day activities, practices and processes;</p> <p>Establishes, develops and maintains positive and productive professional working relationships;</p> <p>Effectively manages change, fosters a culture of creativity in employees and overcomes resistance to change;</p>
<b>Delivering Results</b>	<p>Acts decisively and makes timely, informed and effective decisions and displays good judgement and balance in making decisions or recommendations;</p> <p>Maintains a strong focus on meeting the needs of customers at all times;</p> <p>Allocates resources effectively to deliver on operational plans;</p> <p>Ensures all outputs are delivered to a high standard and in an efficient manner;</p> <p>Ensures compliance with legislation, regulation and procedures;</p>
<b>Performance through People</b>	<p>Leads by example to motivate staff in the delivery of high quality outcomes and customer service;</p> <p>Addresses any performance issues in a timely, appropriate and constructive manner;</p> <p>Ability to foster and maintain productive working relationships within the organisation and with relevant stakeholders externally;</p> <p>Has excellent written and verbal skills;</p>

<b>Personal Effectiveness</b>	<p>Has the technical knowledge, expertise and experience necessary to carry out the role to a high standard and shares this with others;</p> <p>Manages time and workloads effectively;</p> <p>Takes initiative and seeks opportunities to exceed goals.</p> <p>Is proactive in keeping up to date on issues and key developments that may impact on their Department or Local Government;</p>
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**SELECTION PROCESS**

Applications will only be accepted on the official Wexford County Council application form as advertised with the post.

Application forms must be typed and as fully complete as possible. *(see notes at the end of this document in relation to completing online application form)*

Applications will not be accepted after the specified closing date and time.

Applications will only be accepted by email to: **recruitment@wexfordcoco.ie** no later than the closing date and time of: **5.00pm on Thursday 4<sup>th</sup> July, 2024.**

**The selection process may include any or all of the following:**

- The number of persons seeking admission to a competition generally exceeds that required to fill the available posts and while candidates may meet eligibility it is not practical to interview everyone. In those cases, the Local Authority may employ a shortlisting procedure. The number of candidates to be invited for interview shall be determined by the local authority. The shortlisting will be carried out by or on behalf of the Local Authority against criteria specified for the position and only on the basis of the information contained in the candidates application form;
- Completion of an online questionnaire or any other tests or exercises deemed appropriate by the Local Authority;
- A competitive preliminary and / or final interview, conducted by or on behalf of the Local Authority, this may include interviews being held remotely;
- The Local Authority may create a panel from which future vacancies at the specified grade may be filled.

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 to influence in the candidate’s favour, any member of the staff of the County Council or person nominated by the County Council to interview or examine applicants, will automatically disqualify the candidate from the position being sought.

Wexford County Council will not be responsible for any expense a candidate may incur in attending for interview.

The Local Authority shall require a person to whom an appointment is offered to take up such appointment within a period of not more than one month and if he/she fails to take up the appointment within such period or such longer period as the Local Authority in its absolute discretion may determine, the Local Authority shall not appoint him/her.

**You will receive an acknowledgement receipt of your email application. Should you not receive an acknowledgement, please email [recruitment@wexfordcoco.ie](mailto:recruitment@wexfordcoco.ie).**

## **CONDITIONS OF SERVICE**

### **1. Tenure:**

The post is temporary, whole-time and pensionable.

Persons who become pensionable employees of a Local Authority who are liable to pay the Class A rate of PRSI contribution will be required in respect of their superannuation to contribute to the Local Authority at the rate of 1.5% of their pensionable remuneration plus 3.5% of net pensionable remuneration (i.e. 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).

All persons who become pensionable employees of a Local Authority will be required in respect of the Local Government (Spouses and Children's Contributory Pension) Scheme to contribute to the Local Authority at the rate of 1.5% of their net pensionable remuneration (i.e. 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) in accordance with the terms of the Scheme.

For new entrants under the *Single Public Service Pension Scheme* effective from 01/01/2013, superannuation contributions are 3.5% of net pensionable remuneration and 3% of pensionable remuneration.

### **2. Probation:**

Where a person who is not already a permanent employee of a local authority is appointed, the following provisions shall apply:-

- (a)** there shall be a period after such appointment takes effect during which such person shall hold such employment on probation;
- (b)** such period shall be 6 months but the Chief Executive may, at his discretion, extend such period;
- (c)** such person shall cease to hold such employment 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.



**3. Salary:**

The salary shall be fully inclusive and shall be as determined from time to time. Holders of the post shall pay to the local authority any fees or other monies (other than their inclusive salary) payable to or received by them by virtue of their employment or in respect of services which they are required by or under any enactment to perform. An allowance may also be payable in respect of travel expenses and subsistence.

**SALARY: €55,090 - €67,304 (2<sup>nd</sup> LSI) (at 1<sup>st</sup> June, 2024)**

Entry point to this scale will be determined in accordance with Circulars issued by the Department of Environment, Community and Local Government. Appointees who are not existing public servants will enter at the minimum point of the scale.

**4. Health:**

For the purpose of satisfying the requirement as to health, it will be necessary for successful candidates, before being appointed, to undergo at their expense, a medical examination by a qualified medical practitioner to be nominated by the local authority. On taking up appointment, the expense of the medical examination will be refunded to the candidate.

**5. Retirement / Superannuation:**

Single Public Service Pension Scheme:

Effective from 1st January 2013, *The Single Public Service Scheme* applies to all first-time new entrants to the public service, as well as to former public servants returning to the public service after a break of more than 26 weeks.

All new entrants to pensionable public service employment on or after 1 January 2013 are, in general, members of the Single Scheme.

Pension Age: Minimum pension age of 66 years (rising to 67 and 68 in line with State Pension age changes). Scheme Members must retire at the age of 70 years.

New entrants to the public service appointed on or after 1<sup>st</sup> April, 2004.

Retirement Age will be determined by the terms of the Public Service Superannuation (Miscellaneous Provisions) Act, 2004. The Act introduces new retirement provisions for new entrants to the public service appointed on or after 1<sup>st</sup> April, 2004. For new entrants there is no compulsory retirement age and 65 is the earliest age at which retirement benefits can be paid. In all other cases, 60 years is the minimum retirement age, with 70 years being the maximum retirement age.

**6. Hours of Work:**

The normal working hours are 35 hours per week.

**7. Annual Leave:**

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

## **8. Residence:**

The holder of the post shall reside in the district in which his or her duties are to be performed, or within a reasonable distance thereof.

This competition is being run by Wexford County Council. For general queries, please contact the following:

*Stephanie Furlong*  
*Recruitment Desk*  
*HR Section*  
*Wexford County Council*  
*053 919 6378*  
*E: [recruitment@wexfordcoco.ie](mailto:recruitment@wexfordcoco.ie)*

### **Additional Relevant Information**

An applicant who is found to be ineligible at any stage of the competition will not be further considered. Provision of inaccurate, untrue or misleading information will lead to disqualification from the competition, withdrawal of employment offer or dismissal.

A candidate who does not attend for interview when and where required by the council, or who does not, when requested, furnish such evidence as the council requires in regard to any matter relevant to their candidature, will have no further claim to consideration.

An invitation to attend for interview is not regarded as an admission that you possess the prescribed qualifications and/or requirements for this post. Documentary proof will be required before appointment where you claim credit for particular qualification, experience, etc.

Information provided by the candidate in the application form will be used for the purpose of this competition only. By applying for the post, the applicant is consenting to their information being used for this purpose.

### **General Data Protection regulation (GDPR)**

The General Data Protection Regulation (GDPR) came into force on the 25<sup>th</sup> May 2018, replacing the existing data protection framework under the EU Data Protection Directive. When you submit an application for a competition, we create a computer record in your name. Information submitted as part of your application is used in processing your application. where the services of a third party are used in processing your application, it may be required to provide them with information, however all necessary precautions will be taken to ensure the security of your data.

### **Former Public Service Employees**

Candidates should note that anyone who has taken part in public service early retirement schemes set out below is not eligible to take part in this competition.

### **Incentivised Scheme for Early Retirement (ISER):**

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 same employment in the same sector. Therefore, such retirees may not apply for this position.

**Department of Health and Children Circular (7/2010):**

The Department of Health Circular 7/2010, dated 1<sup>st</sup> November 2010 introduces 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 re-employment 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 for a period of 7 years, after which time any re-employment will require the approval of the Minister for Public Expenditure and Reform. People who availed of either of these schemes are not eligible to compete in this competition.

**Collective Agreement: Redundancy Payments to Public Servants**

The Department of Public Expenditure and Reform letter dated 28<sup>th</sup> June 2012 to Personnel Officers introduces, 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 Payments to Public Servants. It is condition of the Collective Agreement that persons availing of the agreement will not be eligible for re-employment in the public services by any public service body (as defined by the Financial Emergency Measures in the Public Interest Act 2009-2011) for a period of 2 years from termination of the employment. Thereafter the consent of the Minister for Public Expenditure and Reform will be required prior to re-employment. People who availed of this scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility) and the Minister's consent will have to be secured prior to employment by any public service body.

**Declaration**

Applicants will be required to declare whether they have previously availed of a public service scheme of early retirement. 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.

**WEXFORD COUNTY COUNCIL IS AN EQUAL OPPORTUNITIES EMPLOYER**

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**Notes for completing the online application form:**

- Download the form and save it first.
- Open it with the latest version of Adobe reader.
- You will then be able to type in the form.
- You can only copy and paste small amounts at a time if you are copying from another location.
- Save the document as you go.
- The application does not support bold text or the use of bullet points