Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

Marketing Officer
(Administrative Officer – Grade VII)

Candidate Information Booklet

Closing Date: 24th November 2026

Comhairle Cathrach & Contae Luimnigh

Limerick City & County Council

BRIEFING DOCUMENT, APPLICATION & SELECTION PROCESS

Marketing Officer
(Administrative Officer- Grade VII)

The Position:

Limerick City and County Council invites applications from suitably qualified persons, who wish to be considered for inclusion on a panel from which temporary and permanent vacancies for **Marketing Officer** may be filled throughout the lifetime of the panel. Limerick City and County Council are seeking a dynamic and forward-thinking professional who can bring together creativity, strategic thinking and strong leadership to deliver impactful marketing campaigns, projects and initiatives.

From developing marketing strategies and engaging with the media to managing staff, budgets, events and key stakeholder relationships, this is a varied and influential role offering the opportunity to work across the organisation. The successful candidate will be someone who takes initiative, embraces innovation and technology, builds strong relationships and is motivated by delivering high-quality outcomes. If you are looking for an opportunity to use your marketing and management expertise in a role with real purpose and a direct connection to the future of Limerick, we would be delighted to hear from you.

This is an exciting opportunity to contribute to the promotion of Limerick as a dynamic place to live, work, visit and invest, while working on a diverse range of projects and initiatives that have a visible impact across the city and county.

Limerick City and County Council performs a leading role in shaping the strategic vision of Limerick. It provides a diverse, comprehensive and evolving range of services to its citizens, businesses and visitors which include, but not limited to, the provision of housing, planning, development, environmental, transportation, enterprise, tourism, leisure and community services. The Council is forward thinking, innovative and flexible to meet the diverse challenges head-on and to deliver the best services possible.

Why Join Us?

We pride ourselves on fostering a positive workplace culture where teamwork, respect, and continuous learning are at the heart of what we do. You'll have the chance to contribute to projects and campaigns that directly support Limerick and its communities. You will work on high-profile and varied initiatives across marketing, communications, events and place promotion, using creativity, insight and strategic thinking to develop engaging campaigns. The role will involve collaborating with a wide range of stakeholders, both within the organisation and externally and you will have the opportunity to develop your career in a progressive public service environment with opportunities to broaden your experience. You will also be part of an organisation working to strengthen Limerick's reputation and promote everything the city and county has to offer.

What We're Looking For:

- Develop and deliver innovative and engaging marketing initiatives;
- Communicate effectively with a wide range of audiences and stakeholders;
- Manage competing priorities and deliver high-quality work to deadlines;
- Bring fresh ideas, initiative and a solutions-focused approach;
- Work collaboratively while also taking ownership of projects;
- Understand how effective marketing and communications can support wider organisational and strategic objectives;
- Demonstrate strong planning, organisational and relationship-management skills.

What We Offer:

- A dynamic and inclusive work environment;
- Opportunities for training, development, and career progression;
- A culture that values employee engagement and wellbeing.

Employee Benefits:

- Salary: €61,217–€79,583 per annum
- Leave: 30 days annually
- Hours: 35 per week
- Automatically entered into a pension scheme
- Paid Maternity and Paternity Leave
- A range of Family Friendly Policies
- A range of Learning and Developmental Opportunities

Key Responsibilities:

- Supervision and Management of Staff;
- Manage a function of the Council that facilitates the delivery of Limerick City and County Council's Corporate Plan and implement as required the objectives of same;
- Develop and implement marketing strategies and campaigns to promote Limerick City and County;
- Produce and distribute marketing materials, such as brochures, leaflets, and posters;
- Organise and attend events and exhibitions to promote Limerick City and County Council;
- Work with the media to generate positive publicity for Limerick City and County Council;
- Project Management as required;
- Prepare, analyse and report as required;
- Successfully manage the relationship with internal departments and external service providers as provided;
- Liaise with Public Representatives in terms of issues arising in addition to working with local volunteers and other service providers as required;
- Use all technology and equipment assigned;
- Complete all essential training successfully;
- Manage budgets as required;
- Possess a high degree of initiative and be able to work both as an individual and as a team member;
- Maintain/develop appropriate records, reports and documentation as required;
- Have the ability to manage financial resources with a budgetary control framework;
- To ensure that effective and appropriate monitoring procedures are carried out to record project activities and progress;
- Continuously monitoring existing procedures to ensure they comply with best practice and the development of new/improved procedures where appropriate;

- Pro-actively use information and communication technology to improve service delivery and efficiency;
- Have a good knowledge and awareness of Health and Safety Legislation and Regulations, their implications for the organisation and the employee, and their application in the workplace;
- Undertake research as required;
- Any other duties as may be assigned.

Desirables:

- Experience in developing and implementing marketing strategies and campaigns;
- Experience in producing and distributing marketing materials;
- Experience in organizing and attending events and exhibitions;
- Excellent communication and interpersonal skills;
- Ability to work independently and as part of a team;
- A satisfactory knowledge of the functions and duties of Local Authorities
- Experience in working with local government;
- Excellent communication, interpersonal and people management skills;
- Excellent organisational, time management and leadership skills;
- Ability to work effectively under pressure and achieve objectives in a timely manner;
- Good understanding and knowledge of local authority policy procedures and practices;
- Work effectively as part of a team;
- Proven problem solving and trouble shooting skills;
- Budgetary management skills;
- Supervisory management skills;
- Hold a full driving licence, Category "B", free from endorsement and provide their own motor vehicle for use in carrying out their duties and their motor insurance policy must indemnify the Council.

Recruitment Process:

- Email completed application form to recruitment@limerick.ie before the stated closing date.
- Selection Process.
- Eligibility check.
- Shortlisting may apply.
- Competitive interview (online/in person).
- Panel formation for future vacancies.

The Person – Qualifications

1. **Character**
   Candidates shall be of good character

2. **Health**
   Candidates shall be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

3. **Education, Experience, etc**
   Candidates shall on the latest date for receipt of applications;

(i)(a) have obtained at least Grade D (or a Pass), in Higher or Ordinary Level, in five subjects (or four subjects if Irish is included) from the approved list of subjects in the Department of Education Established Leaving Certificate Examination or Leaving Certificate Vocational Programme including Irish and/or English and one of the following: Mathematics, Accounting, Business Organisation or Economics,

AND

(b) have obtained at least Grade C (or Honours) in higher level (or Honours) papers in three subjects in that examination (or two subjects if Irish and/or one of the following is included: Mathematics, Accounting, Business Organisation or Economics)

OR

(ii) have obtained a comparable standard in an equivalent examination,

OR

(iii) hold a third level qualification of at least degree standard,

AND

(iv) have satisfactory experience in administrative procedures, including adequate practical experience in work of an executive nature, office organisation and control of staff.

It is desirable that candidates will demonstrate through their application form and at the interview the following:

- A minimum level 7 educational qualification in media/communications related discipline or specific work experience to an equivalent level to the satisfaction of the Council;
- Excellent communication and interpersonal skills;
- A high degree of resilience and personal integrity;
- Proven skills in use of technology appropriate to the position including social media management skills;
- Knowledge and understanding of the current/emerging media environment at a national/international level, the current political socio-economic environment and a satisfactory knowledge of topical developments in the Limerick region;
- Evidence of having developed an effective network of media relationships;
- High levels of self-motivation and excellent attention to detail;
- Strong knowledge of digital communications;
- Work flexibility;
- A satisfactory knowledge of the functions and duties of Local Authorities;
- Possess a satisfactory knowledge or experience of office organisation;
- Excellent communication, interpersonal and people management skills;
- Excellent organisational, time management and leadership skills;
- Ability to work effectively under pressure and achieve objectives in a timely manner;
- Good understanding and knowledge of local authority policy procedures and practices;
- Work effectively as part of a team;
- Proven problem solving and trouble shooting skills;
- Budgetary management skills;
- Supervisory management skills;

* 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.

Terms and Conditions

1. The Post:
Subject to the availability of suitably qualified candidates a panel will be formed for an initial period of one year and this may be extended for a further year at the discretion of the Director General. The panel may be used by Limerick City and County Council to fill permanent and temporary positions that may arise for its duration. Vacancies will be offered in order of merit as per the panel.

2. Annual Leave
The successful candidate will have 30 days annual leave.

3. Salary:
Salary scale: **€61,217 - €79,583** per annum. Payment of increments is dependent on satisfactory performance.

Entry point of this scale will be determined in accordance with Circulars issued 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 **€61,217**).

4. Location:
Limerick City and County Council reserves the right to assign the successful candidate to any department or premises now or in the future.

Changes in location of employment will not result in payment of disturbance money or other compensation. The person appointed will be required to travel to and from work at their own expense.

5. Hours of Work
The working hours at present provide for a five day, thirty five hours working week, hours may vary from time to time.

The working hours may be reviewed at any time by the Council. The post may require flexibility in working outside of normal hours, including at weekends, as necessary. No additional remunertation will be paid in respect of such activities.

The provisions of Limerick City and County Council's Time and Attendance Policy is applicable to this grade at the current time.

6. Sick Leave:
The terms of the Public Service Sick Pay Scheme will prevail.

7. Superannuation:
The Local Government Superannuation Scheme applies.

8. Travel:
When required to do so, holders of the office shall hold a full driving licence for Class B Vehicles and shall drive a motor car in the course of their duties and for this purpose provide and maintain a car to the satisfaction of the local authority. Travelling expenses and subsistence expenses necessarily incurred in the course of official duties will be refunded in accordance with appropriate rates in line with the relevant Department Circulars and Local Authority Travel and Subsistence Policy.

Limerick City and County Council, as employer, must be indemnified on your insurance policy. If during your employment, your licence is revoked, even temporarily, or if you receive endorsements on your licence, which may affect your duties, you are obliged to notify the Council immediately.

9. Residence:
The holder of the post shall reside in the district in which their duties are to be performed or within a reasonable distance thereof.

10. Safety and Welfare:
The holder of the post shall co-operate with the terms of Limerick City and County Council's Safety Statement and Major Emergency Plan. The successful candidate shall make themselves aware of the safety rules and procedures and make proper use of all safety, clothing and equipment.

11. Training:
It is a condition of employment that successful candidates will be required to participate in training programmes relevant to the skills necessary for the performance of the duties attaching to the post.

12. Taking Up Appointment:
The local authority shall require a person to whom an appointment is offered to take up such appointment within a period of four weeks and if they fail 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 them.

13. Garda Vetting:
The National Vetting Bureau (Children and Vulnerable Persons) Act 2012 to 2016 came into effect on 29th April 2016. The Act places a statutory obligation on Limerick City and County Council to ensure that 'any work or activity which is carried out by a person, a necessary and regular part of which consists mainly of a person having access to or contact with children or vulnerable persons will be subject of Garda Vetting'.

14. 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 appointments take effect, during which such person shall hold such post on probation.

(b) Such period shall be set by the Director General, and this period may be extended at their discretion.

(c) Such person shall cease to hold the post at the end of the period of probation, unless during such period, the Manager has certified that the service of such person is satisfactory.

15. 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

16. 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, Limerick City and County Council reserves the right to seek 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.

17. General Data Protection Regulation:
Basis for Processing your Personal Information

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

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

18. Pre-Employment Medical:
Prior to appointment the candidate will be required to complete a Health Declaration and may 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 subject to statutory tax and statutory deductions.

19. Canvassing:
Any attempt by a candidate or by any person(s) acting at their instigation, directly or indirectly by means or written communication or otherwise, to canvas or otherwise influence in the candidate's favour, any member of the staff of the Council, or person nominated by the Council to interview or examine applicants will automatically disqualify the candidate for the position they are seeking.

Application Process:

Completed application forms must be **e-mailed** to recruitment@limerick.ie **no later than Tuesday, 24th November 2026.**

An official application form must be completed in full by the closing date for the competition. Please note that amendments to the application form will not be accepted after the closing date. CV's will not be accepted in lieu of an application form.

Please send your application from an e-mail address that you will review regularly as communication during the assessment/selection period will only be through that e-mail address. Please also ensure that you regularly review your spam/junk email folder as occasionally your email service provider may direct emails to that folder.

Selection Process:

Candidates will initially be assessed to ensure that they have the minimum requirements for the position.

Candidates will then be assessed on the basis of the information contained in their application form to determine, having regard to the requirements of the position and the number who have applied, if they should be called for interview. Short-listing may apply.

The admission of a person to a competition, or invitation to attend interview, or a successful result letter, is not to be taken as implying that Limerick City and County Council is satisfied that such a person fulfils the requirements or is not disqualified by law from holding the position. Prior to a candidate being appointed, Limerick City and County Council will make all such enquiries that are deemed necessary to determine the suitability of that candidate. Until all stages of the recruitment process have been fully completed, a final determination cannot be made, nor can it be deemed or inferred that such a determination has been made.

Shortlisting:

While a candidate may meet the eligibility requirements of the competition, if the numbers applying for the position are such that it would not be practical to interview everyone, Limerick City and County Council may decide that a number only will be invited to same.

In this respect, Limerick City and County Council provides for the employment of a short-listing process to select a group for interview who, based on an examination of the application forms by an expert board, appear to be the most suitable for the position.

An expert board will examine the application forms against pre-determined criteria based on the requirements of the position. This is not to suggest that other candidates are necessarily unsuitable or incapable of undertaking the job, rather that there are some candidates, who based on their application, appear to be better qualified and/or have more relevant experience.

It is therefore in your own interest to provide a detailed and accurate account of your **relevant qualifications/ experience** on the application form.

NOTE- As part of the shortlisting process, achieving 50% in each competency will not guarantee that a candidate is called for interview. Due to the number of applicants, only a proportion of those achieving 50% in each competency may be called for interview, based on the marked awarded in the shortlisting process.

Competitive Interview:

Selection will be by means of a competition based on an interview conducted by or on behalf of the local authority. This interview may be in person or online, this is at the discretion of the Local Authority.

A panel may be formed on the basis of such interview. Candidates whose names are on a panel and who satisfy the local authority that they possess the qualifications declared for the post and that they are otherwise suitable for appointment may within the life of the panel be appointed as appropriate permanent and temporary vacancies arise.

During the recruitment process, should you wish to make a formal request for reasonable accommodations, please note that the local authority may request relevant medical or psychological reports to assist in determining whether the provision of such accommodations is applicable.

Interview:

Candidates will be assessed at interview under the following competencies. The candidates at the interview will be questioned on at least some of the indicators listed below under each competency:

Leading and Motivating (200 marks)
• Works with the team to facilitate high performance, developing clear and realistic objectives and addressing performance issues if they arise; • Provides clear information and advice as to what is required of the team; • Strives to develop and implement new ways of working effectively to meet objectives; • Leads the team by example, coaching and supporting individuals as required including managing underperformance; • Places high importance on staff development, training and maximising skills and capacity of the team; • Demonstrates enthusiasm for new developments/changing work practices and strives to implement these changes effectively.
Problem Solving and Personal Effectiveness (200 marks)
• Gathers and analyses information from relevant sources, whether financial, numerical or otherwise weighing up a range of critical factors; • Takes account of broader issues, agendas, sensitivities and related implications when making decisions; • Uses previous knowledge and experience in order to guide decisions; • Uses judgement to make sound decisions with a well-reasoned rationale and stands by these; • Puts forward solutions to address problems; • Take initiative and seek opportunities to exceed goals; • Manage time and workload effectively and operate in an environment with significant complexity and pace; • Maintain a positive, constructive and enthusiastic attitude to the role. Commitment to integrity & good public service values.

Managing Resources (200 marks)
• Takes responsibility and is accountable for the delivery of agreed objectives; • Successfully manages a range of different projects and work activities at the same time; • Structures and organises their own work and others work effectively; • Is logical and pragmatic in approach, delivering the best possible results with the resources available; • Delegates work effectively, providing clear information and evidence as to what is required; • Proactively identifies areas for improvement and develops practical suggestions for their implementation; • Applies appropriate systems/processes to enable quality checking of all activities and outputs; • Practices and promotes a strong focus on delivering a high-quality customer service, for internal and external customers.
Management and Change (200 marks)
• Ability to translate corporate policies and strategies into operational plans and outputs; • Clear understanding of political reality and context of the local authority; • Embeds good governance practices into day-to-day activities, practices and processes; • Develops and maintains positive and beneficial relationships with relevant interests; • Effectively manages change, fosters creativity and overcomes resistance to change.

Candidates at interview must achieve a minimum 50% of the total marks available in each of the competencies to qualify for inclusion on a panel.

Limerick City and County Council is an Equal Opportunities Employer.

October 2026