



2nd December 2021

[Redacted]

Email: [Redacted]

Re: FOI request IE_FOI_527

Dear [Redacted]

I refer to your request dated 2nd November 2021 made under the Freedom of Information Act 2014, which was received on by my office on that date, for records held by Iarnród Éireann.

Request:

1. Can you please outline the structure and titles of the roles within the Iarnród Éireann Communications team?
2. Can you please include the number and gender of Press officers/ Communications officers/ Media relations officers - who deal primarily with media queries, interview requests and issuing press releases.
3. Can you please include the number and gender of Social media coordinators/ officers/ digital coordinators - who are primarily responsible for Facebook, Twitter, Instagram content etc.
4. Can you please include the number and gender of Communications/ Social media Team managers?
5. Can you please provide a recent job description for each role within the Communications/ Press/ Social media team?
6. Can you please provide the salary scales for each of these roles in line with current Government pay policy?

Response:

I, Ms. Sue Stanley, Decision Maker have now made a final decision to refuse your request on 2nd December 2021.

Please find response document and schedule of records attached.

Rights of appeal

In the event that you are not happy with this decision you can make an appeal in relation to this matter, you can do so by writing to the FOI Unit, Corporate Communications, Iarnród Éireann Irish Rail, Connolly Station, Amiens St, Dublin 1 or by e-mail to foi@irishrail.ie. You should make your appeal within 4 weeks (20 working days) from the date of this notification, where a day is defined as a working day excluding, the weekend and public holidays, however, the making of a late appeal may be permitted in appropriate circumstances.

The appeal will involve a complete reconsideration of the matter by a more senior member of the staff of this body.

Should you have any questions or concerns regarding the above, please contact the FOI Officer on [Redacted] or by email at foi@irishrail.ie

Yours sincerely,

Ms. Sue Stanley, FOI Officer, Iarnród Éireann

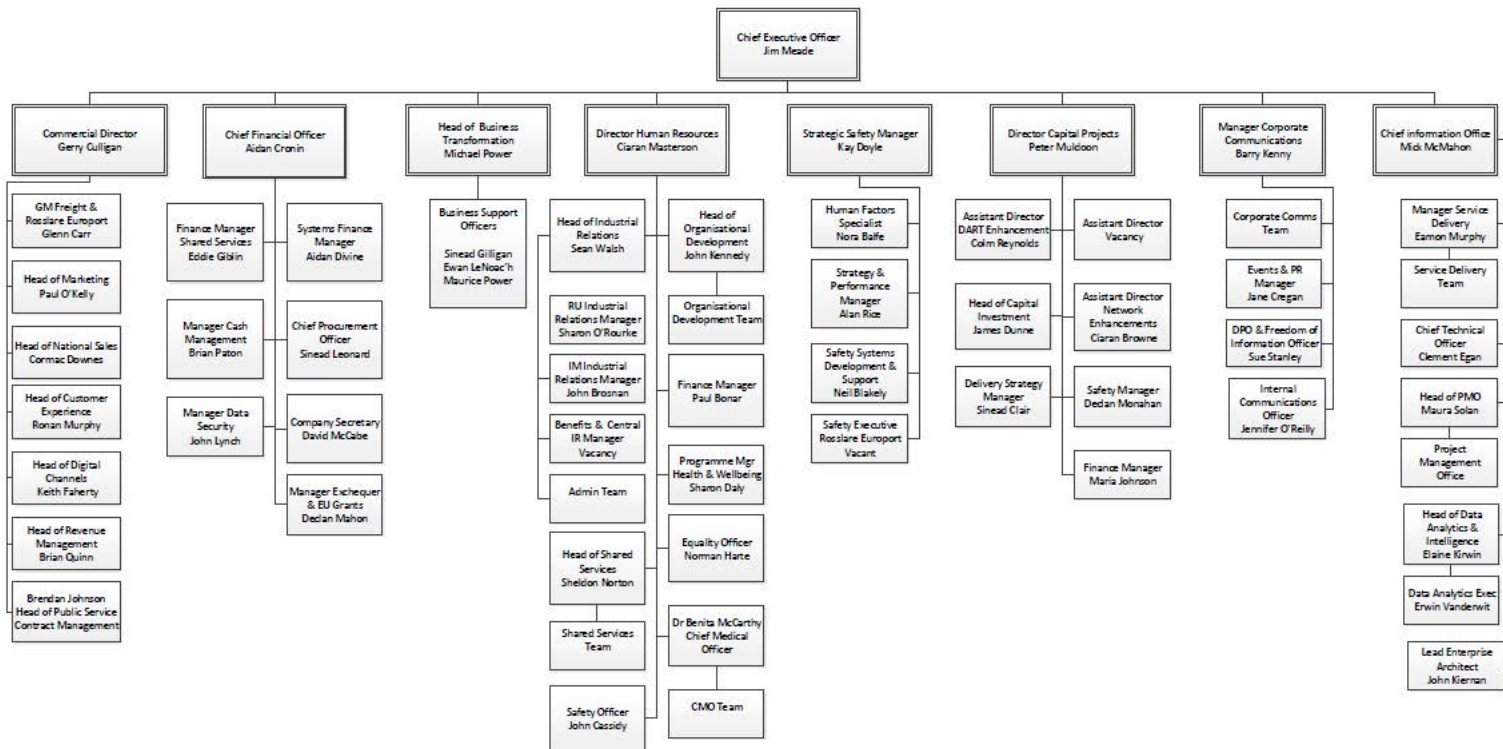
Freedom of Information Request:
Schedule of Records for **IE_FOI_524** : Summary for Decision Making

Record No.	Date of Record	Brief Description	No. of Pages	Decision: Grant/Part Grant/Refuse	Section of Act if applicable	Record Edited/Identify Deletions
1	02.12.2021	Org Chart	1	Grant	~	~
2	02.12.2021	IE_FOI_527 Response Doc	1	Grant	~	~
3	02.12.2021	Job Spec Corporate Comms Manager	2	Grant	~	~
4	02.12.2021	Job Spec Events & PR Manager	3	Grant	~	~
5	02.12.2021	Job Spec Social Media Officer	3	Grant	~	~
6	02.12.2021	Job Spec Dart+ Comms	2	Grant	~	~
7	02.12.2021	Job Spec Internal Comms Officer	2	Grant	~	~
8	02.12.2021	Job Spec IMO CTC Information Coordinator	2	Grant	~	~

Signed:
Sue Stanley
Freedom of Information / Data Protection Office

IE FOI 527 Response Document

- Structure and titles of the roles within the DCU Communications team?
 - Please see organization chart attached – Doc Org Chart
- The number and gender of Press officers/ Communications officers/ Media relations officers - who deal primarily with media queries, interview requests and issuing press releases.
 - There are 2 Media Relations Officers – 1 male and 1 female
- The number and gender of Social media coordinators/ officers/ digital coordinators - who are primarily responsible for Facebook, Twitter, Instagram content etc.
 - Twitter – 3 male and 2 female coordinators
 - Instagram – 1 male and 1 female coordinator
 - Facebook – 3 female and 2 male coordinators
- The number and gender of Communications/ Social media Team managers
 - 2 male managers
- Job description for each role within the Communications/ Press/ Social media team?
 - See following documents attached:
 - Job Spec Corporate Comms Manager
 - Job Spec Events & PR Manager
 - Job Spec Social Media Officer
 - Job Spec Dart+ Comms
 - Job Spec Internal Comms Officer
 - Job Spec IMO CTC Information Coordinator
- Can you please provide the salary scales for each of these roles in line with current Government pay policy?
 - Salary scales for all roles within Iarnród Éireann can be found in the IÉ Publication Scheme at <https://www.irishrail.ie/en-ie/about-us/company-information/freedom-of-information-request-to-iarnrod-eireann>



Title:

- **Manager, Corporate Communications**

Role and Purpose:

- To manage the Corporate Communications function of the Company.

Reporting Relationships:**Reports To:**

- Chief Executive

Manages:

- Media & PR
- Stakeholder strategy and initiatives
- Corporate publicity events and product / service launches
- Social media policy and strategy
- Irish Language Policy
- Heritage Policy
- Freedom of Information and Data Protection
- (Internal communications – scope TBC)

Working Relationships With:

- Heads of Iarnrod Éireann Businesses and Functions.
- Chief Operating Officer, and Heads of Functions CIÉ Group
- Media and Comms Managers, Bus Éireann and Bus Átha Cliath

Key Qualities:

- Experience and track record in Corporate Communications, including Media Relations, and Public Affairs
- Sound management skills
- Excellent communications skills
- Interpersonal skills
- Leadership skills
- Highly numerate
- A sound understanding of the transport business environment

Essential Qualifications

- Qualification in Marketing / Communications
- Third Level Business Degree

General Management Responsibilities:

- Gain a thorough understanding of the Company policies and business direction.
- Ensure that information systems meet the requirements of the Corporate Communications Department.
- Prepare annual and long range plans and budgets for the Corporate Communications area (within the framework of the business plans).
- Lead, direct and develop the potential of each staff member.
- Participate, as required with the Manager, Industrial Relations in Trade Union negotiations in regard to Corporate Communications Department staff.
- Ensure the most efficient and effective use of the resources at his command.
- Ensure the implementation of the Board policies and strategies for the Corporate Communications area.

- Contribute fully to Board/Company decisions and processes.
- Carry out any other duties which may be required by the Chief Executive.

Specific Responsibilities:

- Manage all aspects of Corporate Communications and Media / Public Relations.
- Develop and manage corporate communications strategy.
- Manage and resource media relations function, including 24/7 on-call facility
- Develop and manage a public affairs programme to ensure support and understanding of company's goals and activities amongst key influencers
- Control and administer departmental budgets.
- Manage all corporate publicity events and product / service launches.
- Monitor the implementation of the approved corporate identity programme throughout the Company in order to ensure compliance with the corporate identity and culture.
- Ensure advertising and promotional material is consistent with corporate messages
- Ensure that all official company brands and trademarks are properly registered and that the company's proprietary rights are adequately protected
- Oversee the development and implementation of a consistent policy on the Irish Language in line with statutory obligations.
- Oversee the development and implementation of a consistent policy on Railway Heritage taking into account our statutory obligations.
- Oversee the external communications elements of all major investment projects
- Maintain a close working relationship with the managers of the different businesses in regard to Corporate Communications developments.
- Approve the selection; and recommend the promotion, transfer and dismissal; of those managers and other staff reporting to this position.
- Ensure production of Rail Brief and Stop Press internal magazines
- Represent the company as required.
- Keep informed of developments in the Corporate Communications area of rail transport internationally.

Performance Measures:

- Public image of Iarnrod Eireann
- Achievement of annual and long range plans, targets and strategies.
- Committed, dedicated, motivated staff.
- Appropriateness of staff skills
- Cost effectiveness of department

<p>IARNROD EIREANN</p> <p>JOB SPECIFICATION</p>

TITLE: Events and PR Manager

ROLE & PURPOSE: To assist in all areas of Corporate Communications activity to ensure positive publicity and strong communication of company objectives, initiatives and services, with specific focus on Service PR and event management.

REPORTING RELATIONSHIPS:

Reports To: Manager, Corporate Communications

Manages: Delegated authority over Corp Comms department in specific areas of responsibility

WORKING RELATIONSHIPS WITH:

Departmental colleagues

Chief Executive and Senior Management team

Middle management: District Managers, Divisional Engineers etc

All departments as necessitated by area of PR activity

KEY QUALITIES:

Essential: Excellent communication skills
Excellent interpersonal skills
Able to work on own initiative
Customer service orientation
Organisational perspective
Good working knowledge of Iarnród Éireann's businesses/functions.

Desirable: Strong Computer skills

GENERAL MANAGEMENT RESPONSIBILITIES:

To optimise the positive image of Iarnród Éireann in the media, with specific focus on service issues.

To optimise the positive image of Iarnród Éireann amongst wider publics.

To manage all publicity events.

To assist in the internal communications function of the company through internal publications and other activities.

SPECIFIC RESPONSIBILITIES:

General:

Managing media liaison for service issues, and responding to media enquiries, including on-call 24/7 cover, and online resource management

Developing proactive publicity in media

Project managing investment, service and consumer launches and events

Draft and development of promotional materials

Assisting in liaison with public representatives

Advising businesses in community liaison on capital investment programmes

Safety:

PERFORMANCE MEASURES:

People:

Ability to authoritatively represent the organisations interests with a range of audiences, external and internal

Ability to establish strong working relationships with colleagues

Commercial:

Operational:

Develop successful launch events, as measured by media coverage

Successful proactive publicity as measured by media coverage

Address issues as raised in national and local media, and by local public representatives, as measured by speed and accuracy of response



Reference No.	
Version No.	
Date Issued.	10 th June 2019
Status	Draft
Prepared by.	
Checked by.	
Authorised by.	

1. TITLE

Social Media Officer, Corporate Communications

2. ROLE & PURPOSE

To lead the development of Iarnród Éireann's social media policy; to develop and coordinate video content for use in Iarnród Éireann social media channels; to lead the provision of Instagram and Twitter content for corporate and engagement purposes; to support specific CSR programmes; to oversee filming projects.

3. REPORTING RELATIONSHIPS

Reports to: Manager, Corporate Communications

4. WORKING RELATIONSHIPS:

- Departmental Colleagues
- CTC / Information Officers
- Inter-departmental Colleagues
- External Suppliers
- Internal & External Stakeholders

5. KEY QUALITIES

- Good working knowledge of Iarnród Éireann's businesses/functions.
- Excellent understanding of social media and its working application in a business environment
- Be self-motivated, and equally able to work on own initiative, and within a team environment.
- High awareness of our customer needs.
- Proficient with all standard software packages including MS Office
- Understanding of videography, photography and design principles

6. **General Responsibilities**

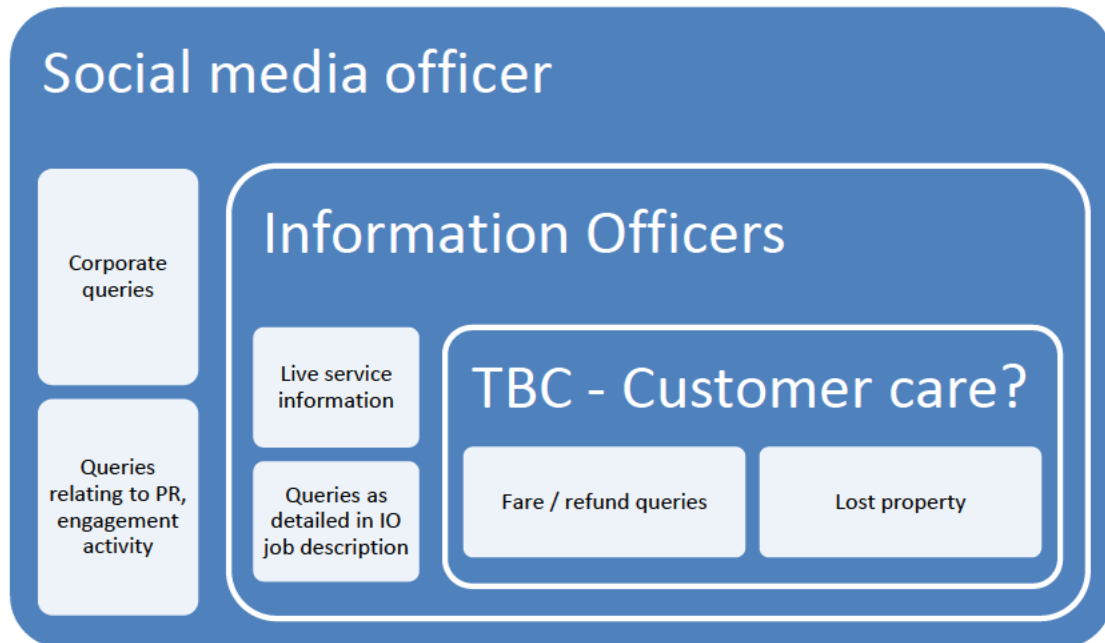
- Ensure social media policy is reviewed and updated, and complies with contractual and other best practice requirements
- To ensure a programme of video content is prepared and available for external social media channels, with a particular focus on news and engagement content. This should include material to support any future NTA PR Contract requirements*
- To lead the provision of Twitter and Instagram content for corporate and engagement purposes
- To work to ensure a smooth transition to new structures for provision of Twitter service support
- To provide ongoing review and quality control function for Twitter service support, engaging with Manager, CTC and Information Officers
- To support specific CSR programmes as nominated, including Christmas programme
- To oversee filming on IÉ property and services, to maximize benefit for IÉ with a particular focus on supporting projects which will ensure reputation of IÉ is enhanced and supports wider publicity for tourism and other national benefits
- Other tasks and departmental duties as assigned

___ * current draft NTA contract indicates “Marketing and PR” plans will be required 2020 for:

- i. Fare compliance
- ii. Littering
- iii. Anti-social behaviour
- iv. Vandalism
- v. Racism
- vi. Treatment of the Operator’s staff

APPENDIX 1

Twitter structure post-Information Officers



Job Spec: Communications Lead DART+ Programme

The DART+ Programme will revolutionise travel in the Greater Dublin Area. It will see the DART network grow from its current 50km in length to over 150km. Bringing DART travel with all its benefits to new and existing communities. It will promote multi modal transit, active transport, boost regional connectivity and make public transport the preferred option for more and more people. The programme is divided into the following projects:

- DART + West (city centre to Maynooth Station & M3 Parkway Station)
- DART+ South West (city centre to Hazelhatch & Celbridge Station)
- DART+ Coastal North (city centre to Drogheda Station)
- DART+ Coastal South (city centre to Greystones Station)
- DART+ Fleet

Role & Purpose

As communications lead, you will be responsible for leading all communication strategy for the various DART+ projects, you will implement this strategy to the our key stakeholders, which include; communities along the routes, elected representatives, our regulatory authority, media, interest groups and internal audience.

Reports to:

Manager Corporate Communications, with a dotted line to Assistant Director of Capital Investments, DART+ Programme

Working Relationships:

- Railway Order Manager and team
- DART+ Programme Managers and teams
- Consultants working on Railway Order preparation
- Community Liaison Officers for each project
- Elected Representatives
- NTA Comms and Capital Investment teams
- CIÉ Property Team

Key Qualities:

- Excellent attention to detail
- Ability to work independently and as a team
- Ability to defuse potentially contentious situations
- Ability to make information less technical, to make it more accessible for the general public
- Ensure that communications matters are central to all projects
- Good understanding of politics, both local and national
- Experience of dealing with the media

- Flexibility with time, particularly during public consultation periods
- Good eye for design of web, virtual and physical collateral

Specific Responsibilities

- Review and contribution of feedback on all non-technical public facing documentation, including; brochures, leaflets, letters, web content.
- Management of communications, both proactive and reactive with public representatives.
- Planning, formulating and reviewing content for FAQs sections of DARTplus.ie.
- Assisting Community Liaison officers with challenging queries.
- Responding to media enquiries on the project in conjunction with Manager, Corporate Communications.
- Leading all communications during the Public Consultation Periods for the various projects.
- Appearing with members of the project team at briefings for communities, elected representatives and interest groups.
- Managing communications strategy with NTA communications team.
- Leading and reviewing provision of content for internal communications platform.
- Coordinating any required advertising with the Marketing team.

General Responsibilities

- Providing general communications advice to the entire programme team.
- Ensuring that communications is central to all projects.
- Ensuring that as much information is kept as simple and non-technical as possible.
- Assisting Corporate Communications department with other matters as necessary, including events, stakeholder comms, internal comms, sustainability comms.

JOB DESCRIPTION

Job Title:	Internal Communications Officer	Reference No.	SS-JDX
Department:	Corporate Communications	Version	3
Business Unit:	Shared Services	Operative Date	TBD
Reports to:	Manager, Corporate Communications	Status	Draft
		Prepared by	
		Checked by	
		Approved by	

1. JOB PURPOSE

The Internal Communications Officer, reporting to the Manager, Corporate Communications, will be responsible for the development and implementation of internal communications strategies across the organisation, as well as measuring their effectiveness. It seeks to create a shared understanding, amongst employees and other internal stakeholders, of the company's mission, values, vision, strategies and plans. Through effective written and visual communications, employee events, and the enhancement of internal communications channels, the postholder will advance engagement, build community and drive cultural and business imperatives. Key to success will be building and nurturing effective working relationships with business and functional leaders and being a proactive participant in idea generation and problem solving.

2. DIMENSIONS

- Staff managed: To be determined. Possibly one support resource
- This job description is not exhaustive and merely outlines the key duties and responsibilities of the position

3. WORKING RELATIONSHIPS WITH:

As a supplier of shared services the post interfaces with a wide range of company departments (internal customers), with the following as key relationships:

- Members of the Executive team
- Direct reports to members of the Executive team
- Functional and Business Unit Managers

4. KEY QUALITIES (KNOWLEDGE, SKILLS & EXPERIENCE)

This role is for an individual who is action orientated, process driven, passionate about people and is committed to deploying best practice communication solutions that drive employee engagement and transform business outcomes.

Essential:

- Qualification or relevant experience in Communications, Public Relations or similar
- Exceptional written and verbal, communication skills with a capacity to engage stakeholders with diverse backgrounds and interests, and to explain complex issues
- Experience in implementing best practice communications processes
- Skills in the creation of messages using modern media channels and software packages

Desirable:

- Experience of a public sector environment with a diverse stakeholder base
- Experience of implementing modern systems that transform capacity to engage internal stakeholders through effective communication

Competencies:

- Communication
- Leadership

- Interpersonal Skills
- Process orientation

5. RESPONSIBILITIES

- Create and execute integrated internal communications plans for the organization and its leadership. Play a lead role in setting and achieving internal communication objectives
- Translate the business strategy into a key message platform, manage the branding and dissemination of the messages, assess the results and adjust as necessary
- Drives employee engagement and develops compelling messaging materials that can be disseminated across the organisation through multi-channel communications and platforms
- Guide and enforce the consistent use of internal branding and tone
- Play an active role in internal communication development, leveraging of the highly acknowledged, innovative and leading external communications approach to enhancing internal practices and processes
- Advance the overall strategic platform for the company's employee intranet (SharePoint) in support of business strategies
- Manage a production schedule of internal publications (RailBrief, CEO communications, Info- emails), briefings (Breakfast with the Boss, management conference calls) and other initiatives to keep all internal stakeholders briefed on corporate results and developments
- Direct the development of a best practice internal communications infrastructure, including the establishment of modern communication systems, process and methods
- Lead communication process improvement, identifying gaps and barriers to information flow with the use of research and assessment tools
- Support corporate functions providing regular and ongoing counsel to management on internal communications strategies. Identify and develop creative opportunities for management to communicate with internal audience
- Provide internal communication expertise, counsel and support for strategic initiatives, policy updates, change management projects and crisis communication
- Drive best-practice research to formulate recommendations on improvements to the internal communications program
- Play an active role in the wider Corporate Communications team, providing relief and assisting with specific tasks as and when required

SAFETY ROLE PROFILE

Safety Critical Post	Safety Responsibility Statement	Personal Track Safety Required	Random Drug and Alcohol Testing	Medical Standard
No	No	No	Yes	No

Managers Signature:_____ (I have briefed the postholder on their responsibilities)

Postholders Signature:_____ (I understand and accept my responsibilities)

Date:_____

Reference No:	
Version No:	6
Date Issued:	14/08/2019
Status:	DRAFT
Prepared by:	DB
Checked by:	
Authorised by:	

JOB SPECIFICATION

TITLE:

CTC Information Co-ordinator

ROLE & PURPOSE:

- The Information Coordinator (IC) is the focal point for the provision of accurate, timely and consistent network and performance information for internal / external parties and customers.
- They are the point of contact for, and will liaise with all IE colleagues, both in the Operations Control Room and station / on-board customer service.
- The IC will distribute CTC Operations Advice Notifications as directed by the CTC Duty Manager.
- They are responsible for the real-time management of social media content on behalf of Iarnród Éireann, (Twitter, Web, Apps etc.), in response to live operational delivery and redirecting non-service queries to the relevant business units in a timely fashion.
- They will validate all IM attributed delay minutes in consultation with the Delay Attribution inputters.

REPORTING RELATIONSHIPS:

REPORTS TO:

- CTC Duty Manager

WORKING RELATIONSHIP WITH:

- CTC PA Controllers.
- CTC Duty Managers, Traffic Regulators and Traffic Executives
- IM Train Performance Manager & team.
- Corporate Communications Manager & team.
- IE Call Centre.
- All other Iarnród Éireann Management, front-line and on-board colleagues.

KEY QUALITIES:

ESSENTIAL

- Customer focused, being committed to providing the highest level of customer service.
- Ability to work under pressure.
- Be self-motivated and able to work on own initiative, as well as part of a team.
- Excellent communication skills.
- High level of attention to detail and awareness of our customer and employee information needs.
- Ability to process and analyse information and multitask, maintaining constant awareness of service delivery through the monitoring of information systems.
- Strong familiarity with social media and its working application in a business and customer service environment, including familiarity with office IT applications.

DESIRABLE

- Working knowledge of Iarnród Éireann's businesses / functions.

COMPETENCIES:

- Excellent communications and interpersonal skills.
- Customer Focussed.
- Ability to work under pressure.
- Ability to process and analyse information and multitask.
- Teamwork.

SPECIFIC RESPONSIBILITIES:

- The IC will work proactively and on their own initiative, however they are part of a large busy team, available to assist and support when needed.
- The IC will be comfortable working under pressure when disruption affects rail delivery across the network, with the ability to prioritise a long list of tasks.
- The IC will maintain a constant awareness of service delivery through the monitoring of information systems and by working closely with the CTC Duty Manager / Traffic Regulator.
- The IC during times of disruption will ensure a consistent and accurate message is conveyed concurrently across all medium, including monitoring the accuracy of Customer Information Screens to ensure consistency with PA announcements.
- The IC will distribute CTC Information Advice notifications as directed by the CTC Duty Manager.
- The IC will provide timely and accurate service information externally and internally, to support customer communication, including:
 - To update customers via Twitter of service-related issues.
 - Responding to service-related queries via Twitter within NTA contract guidelines.
 - To appropriately direct non-service queries within CRM system provided.
 - Updating website with travel alerts for disruptive matters, as well as station-specific information.
 - To provide timely and customer-focused service information to the station and on-board teams.
 - To relate information received from station and on-board teams externally and internally, in customer-friendly language.
 - To protect the reputation of Iarnród Éireann in all engagements through social media.
- The IC will validate all IM attributed delays in consultation with the Delay Attribution inputters.
- The role requires availability to work shift and weekend working as required.