

CANDIDATE INFORMATION BOOKLET

Competition for appointment to the Fixed Term position of:

INSTRUCTOR

DIGITAL MARKETING APPRENTICESHIP

Reference No: DIMI26

Mayo, Sligo and Leitrim Education and Training Board

Closing Date: 12 noon on Thursday, 5th February 2026.

Introduction

Mayo, Sligo and Leitrim Education and Training Board (MSLETB), provides a comprehensive range of education and training services throughout the region.

One of 16 ETBs nationally, MSLETB has the largest geographical area, covering 9014 km² across the 3 counties.

MSLETB serves a population of 243,000 people and its head office is located in Castlebar, with additional offices in Sligo and Carrick-On-Shannon.

We have a 21-member Board which has oversight of the services provided by almost 1700 staff, to over 22,000 learners, with an annual budget of almost 80 million euro.

Our learners include fulltime students in post primary schools and also learners engaged in a wide range of Further Education and Training Courses.

MSLETB educational provision includes 17 second level schools, while further education and training services are provided through education colleges, training centres and a range of adult and further education and training centres. These locations deliver education and training services such as, Post Leaving Certificate Courses (PLCs), Youthreach, Outdoor Education, Youth Services, Career Traineeship and Apprenticeship.

Mayo, Sligo and Leitrim ETB places learning and the learner at the heart of its education and training provision with a mission of providing real opportunities for life and living to people in our region.

Job Description

Post	Apprentice Instructor: - Digital Marketing
Grade:	Career Grade
Capacity	3-year Fixed Term contract
Reporting To:	Area Training Manager MSLETB Training Centres / Manager, Apprenticeship, Enterprise & Skills Unit
Location	Mayo College of Further Education & Training – Swinford hub

Function: To provide academic leadership across curriculum delivery, assessment, industry engagement, and mentoring, bridging theory and practice while strengthening apprentice supports. To ensure the programme meets national apprenticeship standards, employer expectations, and MSLETB quality assurance requirements, supporting apprentices' professional development and career readiness within the digital marketing sector.

Duties & Responsibilities:

- Lead the delivery of lectures, workshops, and practical learning sessions in line with the validated Digital Marketing Apprenticeship curriculum
- Lead the development, preparation and review of teaching, learning, and assessment materials aligned with programme learning outcomes
- Assess apprentice performance in accordance with approved assessment strategies and awarding body requirements
- Stay informed of industry trends, best practices, and emerging digital marketing methodologies to ensure programme content remains current, relevant, and applicable to workplace roles
- Introduce apprentices to relevant digital marketing technologies, tools, and software that enhance productivity and effectiveness in the workplace
- Mentor apprentices during their Off-the-Job training phases and provide ongoing support to both apprentices and workplace mentors during On-the-Job learning to maintain high-quality training standards
- Engage with employers to support apprentice progress and ensure strong integration between classroom learning and workplace practice
- Contribute to the design, development, and review of new programmes and modules within the digital marketing learning domain
- Represent MSLETB at industry, employer, and stakeholder events to promote the Digital Marketing Apprenticeship and foster strong industry partnerships
- Participate in quality assurance, validation, monitoring, and continuous improvement processes in line with MSLETB requirements
- Maintain accurate learner records, assessments, feedback and reporting documentation
- Engage in continuous professional development to maintain subject matter and pedagogical expertise

- Undertake additional duties as assigned by management to meet MSLETB operational needs, including teaching across other apprenticeship programmes and/or delivering in-house training such as Skills to Advance or Skills for Work programmes

This job description is not intended to be a comprehensive list of all duties involved and consequently, 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 by the CE and to contribute to the development of the post while in the role.

Person Specification

Digital Marketing Instructor

	ESSENTIAL	DESIRABLE
Motivation	<ul style="list-style-type: none"> • Proven experience in delivering high-quality digital marketing education and driving curriculum excellence 	<ul style="list-style-type: none"> • Ability to demonstrate excellent organisational skills, with the ability to plan and structure lessons efficiently, manage time effectively, and consistently meet deadlines.
Education	<ul style="list-style-type: none"> • A minimum of 1-year teaching or training in a digital environment • A recognised NFQ Level 7 qualification or higher in Digital Marketing, Marketing, Business, or a related discipline, or alternatively, a minimum of five years' industry experience, including at least one year in a supervisory or leadership role. 	<ul style="list-style-type: none"> • Proficiency in using educational technology and online learning platforms/VLE such as MOODLE • Proven ability to research and analyse industry trends, with experience supervising learners and guiding academic projects.
Work experience	<ul style="list-style-type: none"> • A minimum of 3 years industry experience in digital marketing, with up-to-date knowledge of tools, platforms, and best practice 	<ul style="list-style-type: none"> • Advanced knowledge of one or more of the cognate areas in digital marketing • Strong digital capability with practical experience of applications • Knowledge of the FET and/or HE educational landscape including curriculum design and QQI policies and procedures
Communication/ Interpersonal skills	<ul style="list-style-type: none"> • Excellent communication and interpersonal skills, 	<ul style="list-style-type: none"> • Ability to clearly communicate complex

	enabling effective collaboration with colleagues, apprentices, and stakeholders.	technical concepts to non-technical stakeholders
Special Requirements	<ul style="list-style-type: none"> • Full Driving Licence 	

The Office

This office is a 3 year Fixed Term position. The normal working week is a 35 hours per week basis excluding breaks.

The holder of the office shall not engage in any gainful occupation, other than as an employee of MSLETB, to such an extent as to impair the performance of his or her duties as an employee of MSLETB or in any occupation which might conflict with the interests of MSLETB or which might be inconsistent with the discharge of his or her duties as an employee of MSLETB.

Probation

The successful candidate shall serve a probationary period in accordance with the terms set out in MSL ETB's Probationary Policy.

Salary

The salary shall be fully inclusive and shall be as determined from time to time. Holders of the office shall pay to MSLETB any fees or other monies (*other than their inclusive salary*) payable to or received by them by virtue of their office or in respect of any services which they are required by or under any enactment to perform.

Salary Scale in accordance with Circular Letter 0052/2025.

Salary scale and entry point on this scale will be determined in accordance with Circulars issued by the Department of Education and Youth as well as the submission of satisfactory supporting statements of service/supporting documentation, as appropriate.

The current salary scale for Career Grade Instructors is as follows-

Rate from 01/08/2025	
Career Grade staff - Contributory	
Point 1	€48,507
Point 2	€49,822
Point 3	€51,151
Point 4	€52,490
Point 5	€53,756
Point 6	€55,073
Point 7	€56,284
Point 8	€57,372
Point 9	€59,153
Point 10	€60,666
Point 11	€62,102
Point 12	€63,191

Point 13	€64,637
Point 14	€66,308
Point 15	€67,949
Point 16	€69,031
Point 17	€71,504

Rate of remuneration may be adjusted from time to time in line with Government Policy.

Annual Leave

The annual leave allowance for the position of Instructor is 25 days. This allowance is subject to the usual conditions regarding the granting of annual leave in MSLETB, is based on a five-day week and is exclusive of the usual public holidays.

Sick Leave

Pay during properly certified sick absence, provided there is no evidence of permanent disability for service, will apply on a pro-rata basis, in accordance with the provisions of the relevant legislation and Department of Education and Youth sick leave circulars.

Location/Base

The initial location for this position is Mayo College of Further Education & Training – Swinford Hub. Mayo, Sligo and Leitrim Education and Training Board reserves the right to assign you to any other location or base that is under the control of Mayo, Sligo and Leitrim Education and Training Board, as the need arises. Any change in location or base by Mayo, Sligo and Leitrim Education and Training Board will not be deemed as redeployment as provided for under the Public Service Agreements

Start Date

MSLETB shall require a person to whom an appointment is offered to take up such appointment within a period of not more than 6 weeks and if they fail to take up the appointment within such period or such long period as the MSLETB in its absolute discretion may determine, MSLETB shall not appoint them.

Business Travel

When absent from home and headquarters on duty, appropriate travelling expenses and subsistence allowances will be paid subject to the normal Civil Service regulations.

Superannuation Contributions

Persons who become pensionable officers of MSLETB who are liable to pay Class D rate of PRSI contribution will be required, in respect of their superannuation, to contribute to MSLETB at the rate of 5% of their pensionable remuneration.

Persons who become pensionable officers of MLETB, who are liable to pay the Class A rate of PRSI contribution will be required in respect of their superannuation to contribute to MSLETB 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 dependant or qualified children)

All person who become pensionable officers of MSLETB are required, in respect of Spouses and Children Contributory Pension Scheme 1986, to contribute to MSLETB at the rate of 1.5% of their pensionable remuneration or net pensionable remuneration, whichever is relevant and in accordance with the terms of the Scheme.

Person who become pensionable officers of MSLETB for the first time on or after 1st January 2013 are liable to pay the Class A rate of PRSI contribution and are required in respect of superannuation to contribute at the rate of 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 dependant or qualified children) plus 3% of pensionable pay.

Retirement

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. The minimum retirement age is 66 with compulsory retirement at age 70.

For appointee who are deemed not to be “new entrants” as defined in the Public Service Superannuation (Miscellaneous Provisions) Act 2004, the minimum retirement age is 60 and the maximum retirement age is 70.

For Class A “new entrants” as defined in the Public Service Superannuation (Miscellaneous Provisions) Act 2004 the minimum retirement age is 65 with no maximum retirement age.

Pension Accrual

A 40-year limit on total service that can be counted towards pension where a person has been a member of more than one existing public service pension scheme would apply. This 40-year limit, which is provided for in the Public Service Pensions (Single Scheme and Other Provisions) Act 2012 came into effect on 28th July 2012. This may have implication for any appointee who has acquired pension rights in a previous public service employment.

Pension Abatement

If the appointee has previously been employed in the Civil or Public Service and is in receipt of a pension from the Civil or Public Service or where a Civil/Public pension comes into payment during his/her re-employment that pension will be subject to abatement in accordance with Section 52 of the Public Service Pensions (Single Scheme and Other Provisions) Act 2012.

Incentivised Scheme for Early Retirement (ISER)

It is a condition of the Incentivised Scheme for Early Retirement (ISER) as set out in Department of Finance Circular 12/09 that retiree, under that scheme, are debarred from applying for another position in the same employment or the same sector. Therefore, such retirees may not apply for this position.

Department of Education and Youth Early Retirement Scheme for Teachers Circular 102/2007

The Department of Education and Youth introduced an Early Retirement Scheme for Teachers. It is a condition of the Early Retirement Scheme that with the exception of the situations set out in paragraphs 10.2 and 10.3 of the relevant circular, and with those exceptions only, if a teacher accepts early retirement under Strands 1, 2 or 3 of this scheme and is subsequently employed in any capacity in any area of the public sector, payment of pension to that person under the scheme will immediately cease. Pension payments will, however, be resumed on the ending of such employment or on the person's 60th birthday, whichever is the later, but on resumption, the pension will be based on the person's actual reckonable service as a teacher (i.e. the added years previously granted will not be taken into account in the calculation of the pension payment).

III-Health Retirement

Please note that where an individual has retired from a Civil/Public Service body on the grounds of ill-health his/her pension from that employment may be subject to review in accordance with the rules of ill-health retirement within the pension scheme of that employment.

Department of Health and Children Circular (7/2010)

The Department of Health Circular 7/2010 dated 1st November 2010 introduced a Targeted Voluntary Early Retirement (VER) Scheme and Voluntary Redundancy Scheme (VRS). It is conditions of the VER scheme that persons availing of the scheme are not eligible for re-employment in the public sector or in the wider Public Service or in a body wholly or mainly funded from public moneys. The same prohibition on re-employment applies under VRS, except that the prohibition is for a period of 7 years. People who availed of the VER are not eligible to compete in this competition. People who availed of VRS scheme and who may be successful in this competition will have to prove their eligibility (expiry of period of non-eligibility).

Collective Agreement: Redundancy Payments to Public Servants

The Department of Public Expenditure and Reform letter dated 28th June 2012 to Personnel Officers introduced, with effect from 1st June 2012, a Collective Agreement which has been reached between the Department of Public Expenditure and Reform and the Public Services Committee of the ICTU in relation to ex-gratia Redundancy Payment to Public Servants. It is a condition of the Collective Agreement that persons availing of the agreement will not be eligible for re-employment in the public service by any public service body (as defined by the Financial Emergency Measures in the Public Interest Acts 2009-2011) for a period of 2 years from termination of the 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).

Declaration

Applicants will be required to declare whether they have previously availed of a public service scheme of incentivised early retirement and /or the collective agreement outline above. 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.

IMPORTANT NOTICE: The above represents the principal conditions of service and is not intended to be the comprehensive list of all terms and condition of employment which will be set out in the employment contract to be agreed with the successful candidate.

How to Apply

Reference Number and Title of Post must be quoted on Application Form. Applications on the official M.S.L.E.T.B. Application Form are only accepted by email in PDF format to: employment@msletb.ie

The Application Form allows applicants to detail their qualifications, skills and experience and how they meet the essential requirements and personal attributes of the post.

Please note: Only applications submitted on the official application form will be considered. The application form is available on the MSLETB website www.msletb.ie

Closing Date

The closing date for receipt of applications is **12 noon on Thursday, 5th February 2026**. MSLETB will not consider an application received outside the closing date.

Essential Requirements and Personal Attributes

Candidates will be required to possess all the essential requirements and personal attributes required for the position. They will be requested to demonstrate this both in the application form and, if shortlisted, by interview and/or a presentation.

Health

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

Selection Process

The Selection Process may include:

- shortlisting of candidates on the basis of the information contained in their application
- an initial/preliminary interview which may in turn include a questionnaire and/or presentation by the candidate;
- a competitive interview, which may also include a presentation or other exercise by the candidate.
- Work sample/role play/ media exercise, and any other tests or exercises that may be deemed appropriate.

Please note that if MSLETB deems that there is an insufficient number of candidates for a competition to proceed, MSLETB reserves the right to re-advertise the position. Any candidates who applied for the original competition will be entered into the re-advertised position competition automatically.

Shortlisting

The number of applications received for a position generally exceeds that required to fill existing and future vacancies for the position. While a candidate may meet eligibility requirements of the competition, if the numbers applying for the position are such that it would not be practical to interview everyone, MSLETB may decide that a smaller number will be called to the next stage of the selection process. In this respect MSLETB provide for the employment of a shortlisting process to select a group who, based on an examination of the application forms, appear to be the most suitable for 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.

An expert board will examine the application forms against agreed shortlisting criteria based on the requirements of the position. The shortlisting criteria may include both the essential and desirable criteria specified for the position. It is therefore in your own interest to provide a detailed and accurate account of your qualification/experience in your application.

Interviews

The scheduling of interviews is at the discretion of MSL ETB. Candidates will be required to attend interviews at their own expense. In general, candidates must physically attend for interview as MSLETB does not normally entertain any requests for phone or video interviews, however currently it may be a requirement for candidates to be interviewed using Microsoft Teams or using another software solution as determined by MSL ETB. MSLETB will not entertain any requests to alter the allocated interview date or time, however MSLETB reserves the right to alter candidates allocated interview date or time. Candidates who do not attend for interview when and where required, or confirm their acceptance of attendance at interview if requested, will have no claim for further consideration and their candidature will be deemed to be withdrawn.

Panel

A panel may be formed by the interview board. Once a panel is formed, it remains in existence for 1 year and may be extended.

Communication

You may have your ability to communicate effectively in Irish and English assessed. Your ability in the language in which the interview is conducted will be assessed at the interview itself and in the other language by a separate competitive language test. This test will comprise conversation on ordinary topics and, to the extent that this may be appropriate, on matters relating to the duties of the post.

References

We would appreciate it if you would start considering names of people who you feel would be suitable referees that we might consult (2 - 3 names and contact details). These referees do not have to include your current employer, but should be in a position to provide a reference for you. Please be assured that we will only collect the details and contact referees should you come under consideration for the post.

Security Clearance

When a panel member accepts a post they will need to apply for a vetting disclosure from the National Vetting Bureau if their role is engaged in relevant work (e.g. access to, or contact with, children or vulnerable adults). The applicant will be required to complete and return a Garda Vetting form should they come under consideration for appointment. This form will be forwarded to An Garda Síochána for security checks on all Irish and Northern Irish addresses at which they resided. This process will be initiated by MSLETB for the confirmed successful candidate recommended for any post engaged in relevant work.

If you have lived in any country for 6 months or more from the date of your 16th birthday other than the Republic of Ireland or Northern Ireland it will be mandatory to provide security clearance for each jurisdiction in which you have resided stating that you have no convictions recorded against you while residing there. All appointments will require satisfactory security clearances. Please note if you require overseas security clearance and are unable to produce it at the time of the job offer then the job offer may be withdrawn.

Your security clearance must be dated AFTER you left that country and cover the entire period of your residence. Seeking security clearances from other countries (e.g. UK excluding Northern Ireland, USA etc.) are the responsibility of the candidate. It is a process which can take an amount of time. Therefore, if you are interested in pursuing a career within MSLETB we strongly advise that you commence seeking international security clearances now.

Note: Candidates who studied outside of the Republic of Ireland or Northern Ireland e.g. in the UK (excluding Northern Ireland), please pay particular attention to this. You will require UK disclosure to cover the entire period you were in the UK. Clearance must be dated **after** you left the UK.

The following websites may be of assistance to you in this regard:

United Kingdom

https://www.acro.police.uk/police_certificates.aspx

<http://www.police.uk/forces/> website will provide you with a link to each police force site in the UK. Click on the relevant force covering the area where you resided. A search under Data Protection or Data Access Request or Subject Access Request will bring you to the relevant section of that Police Forces website.

<https://www.gov.uk/browse/working/finding-job> (This website will provide you with a list of registered agencies to contact in the UK who may process your request for UK clearance with the Criminal Records Bureau).

Australia

www.afp.gov.au This website will provide you with information on obtaining a national police clearance certificate for Australia

New Zealand

www.police.govt.nz This website will provide you with information on obtaining police clearance in New Zealand.

United States of America

Please note that valid Security/Overseas Clearance from the USA must be obtained from the **FBI only**,

<https://www.fbi.gov/about-us/cjis/identity-history-summary-checks>

FBI Clearance is valid for all of the United States and convictions / remarks occurring anywhere in the United States would be noted. Individual US State Clearance (e.g., New York State Clearance) is not acceptable as it is valid for that State alone and convictions / remarks occurring in other States may or may not be noted.

Other Countries

For other countries not listed above you may find it helpful to contact the relevant embassies who could provide you with information on seeking Police Clearance.

Candidates please do not send us your overseas clearance or any other documentation unless we request it from you. Candidates who accept a job offer will have specified timeline within which to produce the required documentation; otherwise the job offer will be withdrawn. These timelines are communicated to you at pre-employment clearances stage – typically this is 5 working days.

When requested, a copy of your overseas Clearance will be retained on file and the original returned to you by post.

Note: Any costs incurred in this process will be borne by the candidate.

Other Important Information

Only applications submitted before the closing date and time will be accepted into the competition. Candidates must inform MSLETB of any changes to their details once they have submitted their application form. All further correspondence with applicants will be by email, therefore the onus is on the candidate to keep MSL ETB up to date on their current details.

The admission of a person to a competition, or invitation to attend an interview, is not to be taken as implying that the MSLETB is satisfied that such person fulfils the requirements of the competition or is not disqualified by law from holding the position and does not carry a guarantee that your application will receive further consideration. It is important, therefore, for you to note that the onus is on you to ensure that you meet the eligibility requirements for the competition before attending for interview. If you do not meet these essential entry requirements but nevertheless attend for interview you will be putting yourself to unnecessary expense as the MSLETB will not be responsible for refunding any expenses incurred.

Prior to any candidate being considered for appointment to this position the MSLETB may make all such enquiries including health checks 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.

Should the person recommended for appointment decline, or having accepted it relinquish it, the MSLETB may at its discretion, select and recommend another person for appointment on the results of this selection process.

MSLETB will not be responsible for refunding any expenses incurred by candidates.

The Importance of Confidentiality

Subject to the provisions of the Freedom of Information Act, 2014 applications will be treated in strict confidence.

All enquires applications and all aspects of the proceedings are treated as strictly confidential and are not disclosed to anyone, outside those directly involved in that aspect of the process.

Certain items of information, not specific to any individual, are extracted from computer records for general statistical purposes.

Deeming of candidature to be withdrawn

Candidates who do not attend for interview as required or other test when and where required by MSLETB, or who do not, when requested, furnish such evidence, as MSLETB requires in regard to any matter relevant to their candidature, will have no further claim to consideration.

Candidates are expected to provide all requested documentation to MSLETB, including all forms issued by MSLETB for completion, within five days of request. Failure to do so will result in the candidate being deemed to have withdrawn from the competition and their candidature will receive no further consideration.

Use of Recording Equipment

MSLETB does not allow the unsanctioned use of any type of recording equipment on its premises. This applies to any form of sound recording and any type of still picture or video recording, whether including sound recording or not, and covers any type of device used for these purposes.

Any person wishing to use such equipment for any of these purpose must seek written permission in advance. This policy is on place to protect the privacy of staff and customers and the integrity of our assessment material and assessment processes.

Unsanctioned use of recording equipment by any person is a breach of this policy. Any candidate involved in such a breach could be disqualified from the competition and could be subject to prosecution under section 55 of the Public Service Management (Recruitment & Appointments) Act 2004.

In addition, where a person found guilty of an offence was or is a candidate at a recruitment process, then

- Where he/she has not been appointed to a post, he/she will be disqualified as a candidate and

- Where he/she has been appointed subsequently to the recruitment process in question, he/she shall forfeit that appointment.

Candidates' Obligations

Candidates should note that canvassing will disqualify and will result in their exclusion from the process.

Candidates must not:

- knowingly or recklessly provide false information
- canvass any person with or without inducements
- interfere with or compromise the process in any way.

A third party must not personate a candidate at any stage of the process.

Any person who contravenes the above provisions or who assists another person in contravening the above provisions is guilty of an offence. A person who is found guilty of an offence is liable to a fine/ imprisonment.

In addition, where a person found guilty of an offence was or is a candidate at a recruitment process, then:

- where he/she has not been appointed to a post, he/she will be disqualified as a candidate and
- where he/she has been appointed subsequently to the recruitment process in question, he/she shall forfeit that appointment.

Quality Customer Service

We aim to provide an excellent quality service to all our customers. If, for whatever reason, you are unhappy with any aspect of the service you receive from us, we urge you to bring this to the attention of the unit or staff member concerned. This is important as it ensures that we are aware of the problem and can take the appropriate steps to resolve it.

General Data Protection Regulation (GDPR)

The General Data Protection Regulation (GDPR) came into force in the 25th 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 with a job 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.

Mayo, Sligo and Leitrim Education and Training Board is an equal opportunity employer.