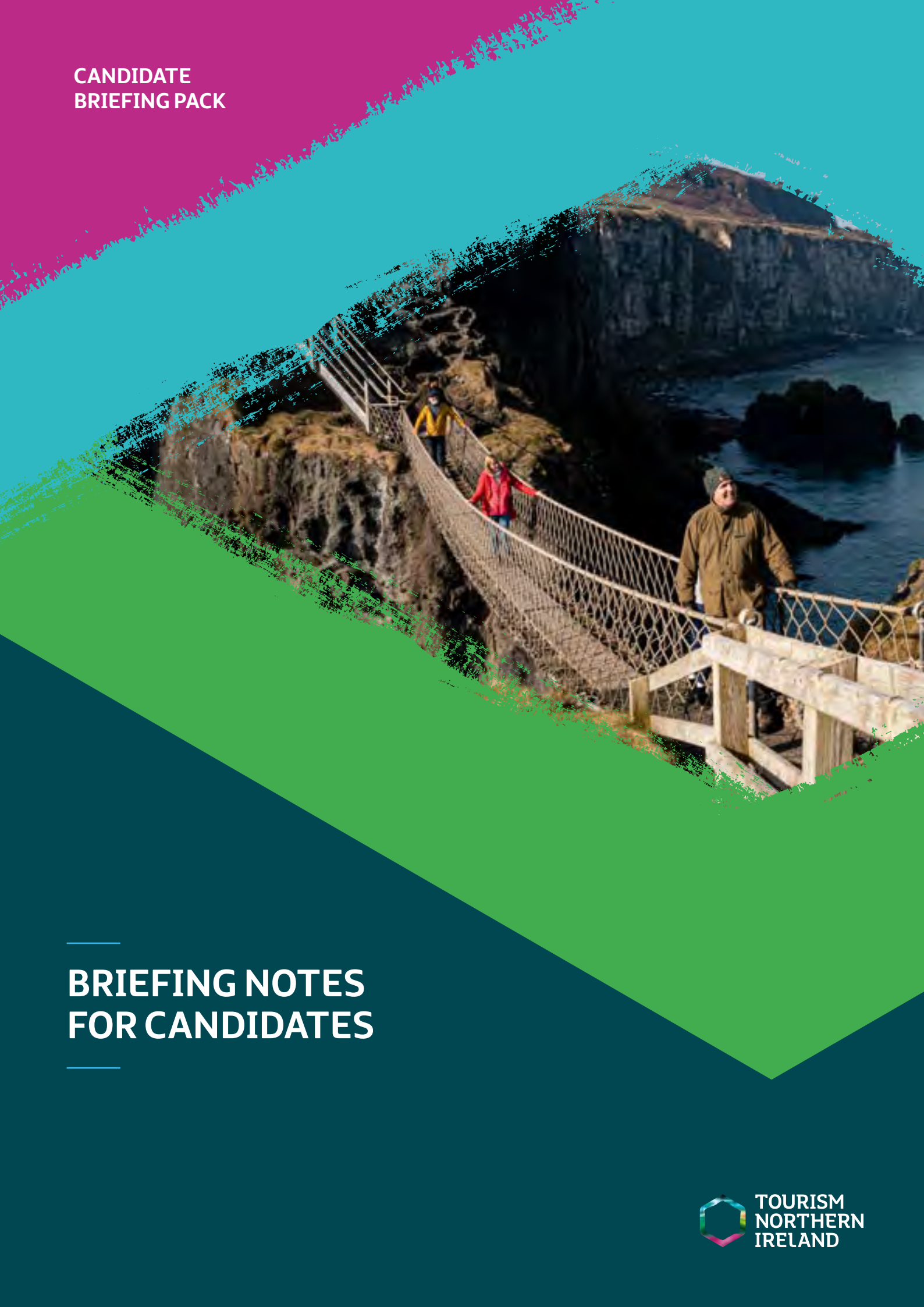


**CANDIDATE
BRIEFING PACK**



BRIEFING NOTES FOR CANDIDATES

About Tourism NI

Tourism NI is responsible for the development of tourism product and experiences across Northern Ireland as well as marketing to visitors within Northern Ireland and from the Republic of Ireland.

The tourism industry makes a real difference to the economy and job creation, accounting for one in 12 jobs in Northern Ireland and generates an estimated £1bn in visitor spend per year.

Tourism NI's consumer brand "Embrace a Giant Spirit" has been widely adopted and is playing an important role in creating stand out for Northern Ireland as a destination. The brand encapsulates the spirit of the people, warmth of the welcome and the authenticity of the visitor experience in Northern Ireland.

Our Current investment includes a multi-million pound refurbishment programme at Titanic Belfast, new hotels in Belfast, Derry/Londonderry and the North Coast and an expanding screen tourism product.

Tourism NI is currently part of the bidding process to attract a number of major international events to Northern Ireland over the next five years, while planning is already underway to make the most of the opportunities in 2025 when The Open will return to Royal Portrush.

We are also closely involved in the tourism elements of the City and Growth Deal Programmes which will be crucial in helping to secure more spend from international visitors to the island. The Belfast Stories attraction, a maritime visitor attraction for Derry, the extension to The Gobbins, the Mourne Gateway Project and the regeneration of Hillsborough will add to our portfolio and complement the better known attractions.

With a significant investment by both Tourism NI and the Department for the Economy in supporting the industry through recent challenges, the focus is now firmly on full recovery and a return to growth.

We are focused on being an excellent organisation and our working practises and organisational culture are underpinned by the Investors in People Standard.

Tourism NI is a We invest in people, Gold accredited organisation.

INVESTORS IN PEOPLE®
We invest in people Gold

Equality of Opportunity

Tourism NI is committed to Equality of Opportunity in its employment practices and aims to ensure that no actual or potential job applicant or Staff Member is discriminated against, either directly or indirectly, on the grounds of gender, marital status, disability, race, community background or political persuasion, age, dependants, sexual orientation or Trade Union membership.

Each person shall have equal opportunity for employment, training and advancement in Tourism NI on the basis of ability, qualifications and performance. This maximises the effective use of human resources in the best interests of both the organisation and the individual.

We welcome applications from suitably qualified people from all sections of the community. At this time, we particularly welcome applications from males, from people with disabilities and from minority ethnic groups.

To facilitate Equality of Opportunity we offer a range of family friendly policies which reduce barriers to combining work and family commitments.

To help ensure that we are meeting our Equality of Opportunity obligations, we also monitor the composition of staff and applicants. This monitoring helps to assess whether any of our policies, procedures or activities are operating to the detriment of any particular grouping within our diverse society. The monitoring form included with your application form is therefore regarded as part of your application.

The monitoring form will not be shown to the selection panel. It will be separated from the application form by the monitoring officer and transferred to a computer based monitoring system. There it will be protected; access restricted and used strictly in line with good practice procedures.

Tourism NI is an Equal Opportunities Employer.

Criteria base Selection

Background

Criteria based selection was introduced into the Tourism NI as a means of selecting the best candidates on the basis of their ability to do the job. This method of selection requires individuals to give evidence, in an application form, and at a structured interview, to demonstrate their ability or competence to do the job.

Purpose of the application form

The purpose of the application form is for you to demonstrate your ability to meet the specific core selection criteria that are necessary for effective work at the required level. This form provides a source of information and evidence about you for panel members who may ask you for clarification or further details on some of the points you have covered in order to obtain a deeper understanding of your experience and abilities.

What is Criteria Based Interviewing?

Criteria based interviewing tests candidates against a set of selection criteria which have been drawn up and agreed as being appropriate to a specific post/grade. The selection criteria detail what an individual will need to possess to be effective in the job. Most interview questions will be about your experience, but if you have limited experience in a certain area, the Panel may ask you to describe how you would do something, to give you an opportunity to demonstrate your ability. You may also use examples of experience gained from your outside interests.

The Selection Process

Application Forms

To ensure equality of opportunity for all applicants we do not accept CVs or any other supplementary material in addition to completed application forms and applications must be submitted by the closing date and time.

All applications for employment are considered strictly on the basis of merit.

Shortlisting

A shortlist of candidates for interview will be prepared on the basis of the information contained in the Criteria section of the application form. It is, therefore, essential that all applicants demonstrate through in the Criteria section of their application how, and to what extent, they satisfy each of the criteria specified. Applicants should ensure they provide evidence of their experience giving length of experience, providing relevant dates and examples as required. It is not sufficient to simply list posts held and duties.

Tourism NI will not make assumptions from the title of the applicant's post or the nature of the organisation as to the skills and experience gained. It is vital that candidates highlight their specific role and contribution by using actual examples to illustrate their experience against the criteria.

Only those candidates who demonstrate they meet the criteria specified will be shortlisted and applicants who do not provide the necessary detailed information in relation to the qualifications, experience and skills required will be rejected.

Interview and Assessment

Tourism NI reserves the right to interview only those applicants who appear, from the information available, to be the most suitable.

While we endeavour to accommodate individual requests for interview times and dates, candidates should be aware that such requests will only be accommodated provided that there is no impact to business requirements.

Following conclusion of the interview process, the successful candidate will be contacted via telephone with a verbal offer and receive a follow up Conditional Offer of Employment letter via email, which will be subject to Pre-employment checks. Full details of these checks can be found in the Recruitment & Selection Policy on Career Opportunities at Tourism NI and will also be detailed in the Conditional Offer letter. Communication with the successful candidate regarding instructions on how to complete these checks will be via email. Please note, if documentation to progress the checks are not provided within 21 days of the conditional offer of employment, Tourism NI may withdraw the offer.

Travel

It is not Tourism NI's policy to pay travel expenses to any candidate attending interview.

Canvassing

Canvassing in any form is not allowed.

Completing the Application Form

(a) Preparation

Your first step should be to familiarise yourself with the core selection criteria, and their descriptions, prior to answering the questions and providing the evidence requested in the application form. This will allow you to get a feel for what information is required from you.

Many people are not used to writing about themselves or thinking about what they have done as opposed to what a team has done. Before starting to complete the form, it is important that you think about your role and what **you** have done individually, either on your own or as a team member.

(b) Structuring Your Response

Situation - Task - Action - Result

Situation:

Briefly outline the situation;

Task:

What was your objective, what were you trying to achieve;

Action:

What did you actually do, what was your unique contribution;

Result:

What happened, what was the outcome, what did you learn.

Using this model to structure your examples will also benefit you greatly at interview, as it will allow you to analyse and express examples in a logical form

Completing the Application Form Continued.

(c) Providing Examples

To write an effective application you need to understand the relationship between the examples you will use and the relevant selection criteria.

You should use simple and easy to understand language in your examples to describe what you have done. You should take care to avoid simply repeating the examples shown under the selection criteria.

It is preferable that you use examples from your work, as this is most relevant to consideration for appointment to the post for which you are applying.

It is also preferable to use recent examples rather than something that happened a long time ago. However, the emphasis is on examples that demonstrate the behaviours being sought.

In some instances it may be appropriate to use examples of experiences from outside work, for example, from professional or voluntary work.

(d) Frequently Asked Questions

Do I need to give examples for all of the selection criteria?

Yes. It is important that you demonstrate what you have done in relation to all of the criteria.

Can I use one example to cover a number of criteria?

Yes. You may have had to demonstrate the behaviours associated with a number of selection criteria in one activity. In this case you should make it very clear using the structure above what aspects of your example relate to the selection criterion in question. However, it is preferable that you do use a range of examples rather than the same one for some or all of the selection criteria.

You should not combine any of the selection criteria or address a criterion by referring the reader to other parts of your application form. Each criterion should be covered separately as requested on the form.

How long should my answers be?

Try to be concise but complete. A word count is set for each criteria which cannot be exceeded.

Completing the Application Form Continued.

(e) Tips on Completing the Form

Content

- Avoid statements that describe your personal beliefs or philosophies – focus on specific challenges and results;
 - If possible, quantify/qualify your accomplishments;
 - Use a number of examples to cover the criteria;
 - Avoid statements that simply repeat the criterion;
 - Show measurable results, especially for example in terms of improved customer service or increased efficiency;
 - Avoid jargon;
 - Avoid vague statements;
 - Describe what you did and how you behaved – if your examples include activities undertaken by a team, focus on your role and not that of the team as a whole;
 - If you need to abbreviate names and use initials, for example of organisations or programmes, make sure that you set out the full name when you first use it;
 - Do not assume that the reader has specialist knowledge of the areas of work that you are using for examples;
 - Put yourself in the reader's position and ask 'does what has been written clearly convey what I have done and how I have behaved?'
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Completing the Application Form Continued.

Format and Style

- Use clear, concise statements written in the first person;
- Use paragraphs or bullets to separate items;
- Use CAPITAL LETTERS, **bold** or *italics* to highlight important information.

And Finally...

When you've finished, ask someone (preferably an impartial and knowledgeable individual) to review your application form and give you feedback.

(f) Submission of application form

Applications forms cannot be submitted after the closing date and time and it is the responsibility of the candidate to ensure the form is submitted on time.

CANDIDATE BRIEFING PACK



TOURISM
NORTHERN
IRELAND