



Appointment of Chief Executive

Guide for Applicants

Contents

Prior to completing the application form we recommend that applicants familiarise themselves with the contents of this information pack. The pack includes: -

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Section 1 – Background

InterTradelreland

InterTradelreland, the Trade and Business Development Body, is one of six cross-border bodies established under the Belfast Agreement, 1999.

InterTradelreland operates from its base in Newry, and is jointly funded by the Department of Jobs, Enterprise and Innovation in Ireland and the Department of Enterprise, Trade and Investment in Northern Ireland.

InterTradelreland's remit is described in its enabling legislation as 'a Body to exchange information and co-ordinate work on trade, business development and related matters, in areas where the two administrations specifically agree it would be in their mutual interest'.

InterTradelreland's Corporate and Business Plans align with the economic policies being deployed in Northern Ireland and Ireland to deliver economic recovery and future competitiveness.

InterTradelreland is the only organisation which has been given responsibility by both Governments to boost North/South economic co-operation to the mutual benefit of Northern Ireland and Ireland. By encouraging better use of collective resources InterTradelreland helps to expedite trade and business growth across the island and create an environment where it is easier to do business.

InterTradelreland supports SMEs across the island to identify and develop North/South trade and innovation opportunities.

InterTradelreland does this through:

- Business programmes
- Research and statistics
- Networks and partnerships

InterTradelreland's Vision

Is of a globally competitive enterprise environment in which Ireland and Northern Ireland co-operate to ensure the optimal utilisation of economic resources, particularly knowledge resources, to drive additional trade, jobs and wealth creation.

InterTradelreland's Mission

Is to identify and help realise opportunities to improve competitiveness, generate economic growth and create sustainable, quality jobs in both jurisdictions through increased levels of North/South trade and co-operation on innovation and business development opportunities.

InterTradelreland's Approach is to

Identify and realise co-operative opportunities that will enable trade and business development and have a key impact on job creation, business and economic performance in Northern Ireland and Ireland.

Identify and help eliminate the barriers to cross-border trade and business development, both general and sectoral, by bringing these where appropriate to government policy makers, and/or pioneering relevant, flexible and responsive programmes and services.

Support

InterTradelreland's programmes offer companies practical advice and support in targeting new cross-border business opportunities, sharing expertise to develop new products and processes, and advising high growth companies on attracting equity investment.

InterTradelreland's research identifies barriers which prevent companies doing business across the island and restricts their growth. It identifies solutions to obstacles in areas like infrastructure, planning, transport, energy, skills, regulatory and fiscal issues and makes recommendations to Government on how they can be overcome.

InterTradelreland brings together networks of companies to help them to become more profitable and competitive through joint marketing, skill-sharing, product or process development, meeting supply needs or co-production opportunities.

Structure

InterTradelreland employs a total of 42 staff divided into three directorates

Operations Directorate

The Operations Directorate is responsible for the delivery of a range of business programmes in the areas of Science, Technology and Innovation, Sales and Marketing and Business Capability Improvement.

The Science, Technology and Innovation programmes help create partnerships between businesses, which are working to create new products and processes, and the third-level institutions and other commercial partners which have the knowledge and expertise required for success

The Sales and Marketing Programmes assist companies that want to increase their profitability through exploitation of the all-island market and through collaborative ventures into international markets. This includes direct financial support, access to customised buyer-supplier events and developing an awareness of public procurement opportunities North and South.

The Directorate also establishes and develops business networks to help companies pool their knowledge and resources, share costs and risks and achieve competitive advantage faster, cheaper and with less disruption to their operations. Additionally, it offers a range of services to help businesses to improve their capabilities through collaboration including reducing their distribution costs, improving their ability to tender successfully for public sector business on an all-island basis and to raise equity finance.

Strategy and Policy Directorate

The Strategy and Policy Directorate is responsible for the definition of the organisation's strategic plans and its programme policies. The Directorate manages close working relationships with external business and policy organisations and with the other economic development agencies on the island. The team delivers expertise in the areas of Strategy and Policy Development; Economic Development Programmes, Science, Technology and Innovation; Business & Economic Research; Programme Appraisal and Evaluation and Business Planning & Performance Management.

Corporate Services Directorate

The Corporate Services Directorate consistently adds value to InterTradelreland through building and maintaining the confidence and support of key internal and external stakeholders. It develops and implements key strategies around communications, information technology, financial and human resource management in support of the Body's business objectives and unique standing as an implementation body.

Further information on InterTradeIreland can be found on the website www.intertradeireland.com.

Location

InterTradeIreland is located in Newry, Co. Down at a modern business park adjacent to the town centre. It is easily accessible by car and public transport and lies on the main road and rail route from Belfast to Dublin, close to the border.

Newry has established itself as a main retail centre outside Dublin and Belfast. There are two large shopping centre complexes in the town centre - Buttercrane and The Quays. Outside the city there are business parks and industrial parks, which include high street retail and manufacturing names from Britain and Ireland.

Newry City and its hinterland offers a wide range of leisure and entertainment activities such as golf, angling, pony trekking, pubs, cinemas, traditional music, festivals and other events.

Section Two – Guidance on the Selection Process

Eligibility Sift

After the closing date, the first stage in the selection process will be to conduct a sift of completed application forms against the eligibility criteria. Applicants who have not fully demonstrated on their application form how they meet the eligibility criteria will not be progressed to the next stage of the process. Applications will initially be assessed against the following eligibility criteria:

Applicants must be able to demonstrate:

1. A degree qualification or equivalent third level qualification **AND** a minimum of 5 years ***senior management experience** working within the public sector business development arena or in a commercial private sector organisation.
2. A comprehensive understanding of SME's and the issues affecting them in each jurisdiction (NI and RoI).
3. Proven ability to assess situations from a commercial perspective, including a working knowledge of the factors that influence business success.
4. Proven experience of contributing to the development of strategy to successfully deliver the aims and objectives of an organisation at ***senior management level**.
5. Proven experience of effectively managing budgetary requirements within an organisation.

***Senior management level/experience** is defined as 'working or reporting directly to individuals at CEO level (or the next level) or equivalent, or managing a team where the role includes making decisions affecting strategic issues.

Applications will also be considered from applicants with relevant formal qualifications considered by the selection panel to be of an equivalent or higher standard to those stated above. If putting forward an equivalent qualification please provide the type of qualification and date awarded. The date awarded is the date on which you were notified of your result by the official awarding body. If you believe your qualification is equivalent to the one required, the onus is on you to provide the panel with details of modules studied etc so that a well informed decision can be made.

Interview Process

Preliminary Stage Interview

Dependent on applicant numbers, sifted candidates may be required to attend a preliminary stage interview. This will involve assessing candidates against the essential criteria outlined below:

1. Strategic Awareness and Vision
2. Commercial Awareness
3. Leadership
4. Networking and Relationship Management
5. People Management
6. Financial Management, Accountability and Corporate Governance
7. Communication Skills

It is anticipated that preliminary interviews will take place from 8 to 10 May 2012 should this stage be required. When the interview date has been offered, those invited should make every effort to attend on the specified time and date. Given the difficulties in arranging interview panels, flexibility may not be possible.

Final Stage

There will be a final interview stage. The panel will assess the extent to which the applicants meet the criteria in the Person Specification. This will involve assessing candidates against the essential criteria outlined below in a competency based interview and an unseen presentation on a topic which will be advised on the day of the interview:

1. Strategic Awareness and Vision
2. Commercial Awareness
3. Leadership
4. Networking and Relationship Management
5. People Management
6. Financial Management, Accountability and Corporate Governance
7. Communication Skills

Relevant instructions will be issued to candidates together with the invitation to interview.

It is expected that the final stage will take place on 21 May 2012. Given the difficulties in arranging interview panels, flexibility may not be possible.

Timetable

Advertisement	week commencing 26 March 2012
Closing Date	4.00pm on Monday 23 April 2012
Eligibility Sift	24 to 26 April 2012
Preliminary Interview (if required)	8 to 10 May 2012
Final Stage Interview and Presentation	21 May 2012 (if the preliminary interview is not required the final stage interview and presentation will be held from 8 to 10 May 2012)

If you have any questions on the recruitment and selection process, please telephone Joanne Murphy, PwC Belfast on 028 9041 5018 or Sally Bowles, PwC Dublin on +353 (1) 7048525.

Section Three – Points to Note when completing the Application & Monitoring Forms

References

Applicants are required to identify two referees, one of which should be your current employer (if applicable). Referees will be contacted following the issue of a provisional offer. You should not offer as a referee anyone who is related to you.

Conflict of Interest

This position requires the highest standards of propriety, involving impartiality, integrity and objectivity, in relation to the stewardship of funds and the oversight and management of all related activities. It is important therefore that candidates consider their own circumstances when applying and identify any potential conflicts of interest whether real or perceived. All information provided will be treated in confidence.

Information for Eligibility Sift and Interview Purposes

In completing the application form, applicants should refer to the Job Description and Person Specification in Annexes A and B and identify the extent to which they satisfy the eligibility and essential criteria. Applicants will be assessed at the eligibility sift stage on the basis of the information provided on the application form. It is therefore essential for applicants to complete their responses as fully as possible, making use of the space provided.

Supplementary material such as CVs will not be considered by the selection panel

Under each of the eligibility headings in the application form, we ask you to provide a clear and relevant example drawn from your recent work, which illustrates how you match the criteria being sought. You should structure your responses by setting a context for your examples, explain what you were trying to achieve, describe what you actually did and why, indicating your own individual contribution and outline the outcome or results.

All applications must be made on the form supplied either by PwC or downloaded from the websites. CVs will not be accepted.

Equal Opportunities Monitoring Form

InterTradelreland is committed to equality of opportunity. All applications are considered strictly on the basis of merit. InterTradelreland welcomes applications from all suitably qualified applicants irrespective of religious belief, gender, disability, race, political opinion, age, marital status, sexual orientation, or whether or not they have dependants.

InterTradelreland is required to monitor the gender, ethnic origin, community background and disability of candidates to ensure that equal opportunities measures are effective. Applicants are therefore asked to complete the Equal Opportunities Monitoring Information section of the application form. The information is purely for monitoring purposes. It is not made available to the selection panel and does not play a role in the decision-making process.

Eligibility Sift

A shortlist of candidates for interview will be prepared on the basis of the information contained in the application. It is essential that all applicants demonstrate on their application form how and to what extent their experience and qualities are relevant to this post and the extent to which they satisfy each of the eligibility criteria specified.

Candidates should be aware that written communication skills will be assessed at the Application Form Stage and oral communication skills at Interview Stage.

The information on the application form will be used for shortlisting and only those candidates who meet the Eligibility Criteria will proceed to the next stage of the recruitment process.

At the interview

Those candidates called for interview will be questioned on the areas covered in the application form, person specification and job description. Candidates will be asked to provide specific examples to illustrate their competence in each of the areas. They may enlarge upon an example provided on the application form or use a different example to illustrate the answer.

If this is your first experience of a competence- based interview, it does not require you to:

- Talk through previous jobs or appointments from start to finish
 - Provide generalised information as to your background and experience
- Or
- Provide information that is not specifically relevant to the competence the question is designed to test

A competency based interview does however require you to:

- Focus exclusively, in your responses, on your ability to fulfil the competences required for effective performance in the role; and
- Provide specific examples of your experience in relation to the required competence areas.

In preparation for the interview you may wish to think about having a clear structure for each of your examples, such as:

- 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.

The panel will ask you to provide specific examples from your past experience in relation to each of the competences. You should therefore come to the interview prepared to discuss in detail a range of examples which best illustrate your skills and abilities in each competence area. You may draw examples from any area of your work/life experiences.

Return of Application Forms

Completed application and monitoring forms must be returned no later than **4.00pm on Monday 23rd April 2012** to:

Joanne Murphy
PwC
Waterfront Plaza
8 Laganbank Road
Belfast
BT1 3LR

OR

Sally Bowles
PwC
One Spencer Dock
North Wall Quay
Dublin 1

Alternatively application forms may be e-mailed to joanne.murphy@uk.pwc.com or sally.j.bowles@ie.pwc.com by **4.00pm on Monday 23rd April 2012**.

Completed applications will be accepted by **hand delivery, post or email**.

Applicants must ensure that they post/or email completed documents in sufficient time to reach PwC offices by the closing date.

Late applications will not be accepted under any circumstances.

All email versions must be followed up by a hard copy version within 5 working days of the closing date.

The space available on the application form is the same for all applicants. **The allocated space for responses must not be extended to supplement answers.**

Please note that the monitoring form should be returned under separate cover in the self addressed envelope provided.

Applications will be acknowledged within seven days of receipt.

Candidates with a disability who require assistance will be facilitated upon request. Candidates who wish to receive application forms and information packs in accessible formats are requested to advise PwC of their requirements as promptly as possible allowing for the fact that the closing date for receipt remains the same for all applicants as noted above.

Reserve List

Applicants may be placed on a reserve list on the basis of merit, whereby appointment can be made to a similar vacancy within a defined timescale (normally 6 months). Appointment from the reserve list may be subject to further assessment.

Annex A - Job Description

Job Title: Chief Executive

Reports To: Chair and the Board

Summary of Job: InterTradelreland was established in 1999 by the Governments of Northern Ireland and Ireland to boost North/South economic co-operation to the mutual benefit of both jurisdictions. The Body was established by law in both jurisdictions and currently has an annual budget of approximately £10 million per annum. The role of CEO is to provide the leadership, vision and strategic direction to effectively promote North-South trade and business.

Key Duties

- To ensure that the Body fulfils its mandate to enhance cooperation on North-South trade, business development opportunities and related matters as set out in legislation, in areas which the two administrations specifically agree would be of mutual interest.
- To lead the formulation of organisation strategy, manage the development, approval and delivery of appropriate Business Plans, and drive their implementation to achieve the organisation's targets
- To ensure effective management of the organisation.
- To promote the range of support and assistance available from InterTradelreland, building on a network of companies and businesses willing to actively support the organisation in its work.
- To enhance public understanding of InterTradelreland and its role.
- To sustain economic and business credibility in the promotion and enhancement of economic competitiveness for the mutual benefit of Northern Ireland and Ireland.
- To communicate proactively, taking the lead in a range of public affairs activities, working effectively with a broad range of external stakeholders including Ministers, Sponsoring Departments, Departments of Finance, the North South Ministerial Council, and senior officials in other government departments, economic development agencies and trade and business representative organisations to ensure that new Government policies address the all-island dimension.
- To translate NSMC policy directions into effective executive action.
- To direct, discharge and control the execution of the functions of the Body as set out in the company's Financial Memorandum and in line with corporate governance standards and ensure that the Body's activities, internal policies and operations comply with the relevant legislation and guidance of both Northern Ireland and Ireland.
- To be the Accounting Officer for the Body with full budgetary management control for InterTradelreland accountable for the deployment of resources, and to ensure that robust governance systems and controls are implemented.

The above is given as a broad range of duties and is not intended to be a complete description of all tasks. It may be adjusted from time to time by the Board of InterTradelreland, in line with organisational need and changes in the business environment.

Annex B – Person Specification

Job Title: Chief Executive
Reports To: Chair and the Board

Applicants must meet the following eligibility and essential criteria by the closing date for applications.

Eligibility Criteria

1. A degree qualification or equivalent third level qualification **AND** a minimum of 5 years ***senior management experience** working within the public sector business development arena or in a commercial private sector organisation.
2. A comprehensive understanding of SME's and the issues affecting them in each jurisdiction (NI and Rol).
3. Proven ability to assess situations from a commercial perspective, including a working knowledge of the factors that influence business success.
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Essential Criteria

1. Strategic Awareness and Vision

- Ability to develop a compelling vision and strategy based on a solid understanding of the organisation and business needs and the wider business/economic context.
- Presenting stakeholders (e.g. Ministers or Corporate Board level) and colleagues with key choices based on robust evidence and facilitating the strategic development process.
- Deliver on strategic goals through the development and implementation of appropriate plans and allocation of resources.
- A commitment to equity and integrity in all corporate programmes and policies developed and implemented.

2. Commercial Awareness

- Proven ability of contributing to an organisation's goals by recognising, utilising and creating opportunities.
- Keeps up to date with contemporary, relevant knowledge of SME needs and challenges, markets and good practice.
- Combines commercial instinct with analytical rigour to appraise what will work in the market place.
- Demonstrates an ability for problem solving with the ability to make decisions within a commercial environment.
- Encouraging innovation throughout the organisation, focusing on the achievement and delivery of improved services.

3. Leadership

- Proven leadership skills and the ability to guide and motivate others to achieve results.
- Lead by example: provides a personal approach which inspires, encourages and empowers staff to take their own decisions and instigate action.
- Pro-active in creating and promoting a culture where there is a commitment to the delivery of a high quality service and to respond effectively and flexibly to changes in the business environment.
- Ability to be an effective change-agent with a capability to lead and influence others to positively challenge the status quo and promote innovation and new thinking within the business context.
- Develops and maintains a positive image of an organisation, acting as an excellent ambassador.

4. Networking and Relationship Management

- An ability to operate sensitively within a political environment and to develop relationships with all stakeholders that command respect, trust and confidence.
- Cultivating and maintaining productive working relationships with a wide range of constituencies and stakeholders.
- Creating and promoting a culture that demands active, two-way engagement with all internal and external stakeholders.

5. People Management

- Experience of managing a team of managers/specialists and achieving targeted results.
- Manages, motivates and develops people to achieve high performance by agreeing clear expectations, setting realistic challenges and providing constructive feedback.
- Delegates authority and responsibility to staff and gives them freedom to operate within boundaries rather than getting overly involved in operational and functional detail.

6. Financial Management, Accountability and Corporate Governance

- Engages in effective budgetary forecasting and management, monitoring spend, internal control and ensuring the regularity and propriety of expenditure.
- Demonstrable experience of managing risk, specifically in respect of developing and maintaining sound financial strategies.
- Demonstrates an understanding of the public sector governance framework.

7. Communications Skills

- Excellent communication and networking skills, with the ability to give articulate, comprehensive and persuasive presentations to a wide variety of audiences, including the media.
- Highly effective communication skills, with track record of presenting reports and papers at Board level (or equivalent).
- Influences others, internally and externally, including stakeholder opinion at the highest levels.

Annex C – Terms of Appointment

InterTradeIreland offer a range of benefits:

Hours of work:	42 hours per week gross (37 net). ITI offers a flexible system of working where start and finish times can vary.
Salary:	<p>£61,217- £84,630</p> <p>Appointment will normally be made at the minimum point of the scale, although a higher starting salary may be considered if the successful candidate has exceptionally relevant qualifications, experience or skills.</p> <p>The Body operates an Exchange Rate Fluctuation Scheme for staff working in one jurisdiction and resident in another. Details are available on request.</p>
Public and Privilege Holidays:	12 days.
Annual leave entitlement:	30 days (Managers and Directors);
Occupational sick pay:	Up to 6 months at full pay and 6 months at half pay subject to a ceiling of 12 months sick pay in any period of 4 years.
Occupational Pension Scheme:	Defined benefit (based on final salary).
Maternity Leave:	52 weeks (either paid or unpaid dependent on length of service and statutory regulations).
Paternity Leave:	3 contractual days for all staff. Additional Statutory Paternity Leave for those meeting service requirements.
Location:	All jobs are based in Newry, however this post will require travel on a regular basis across the island and candidates must be able to demonstrate how they can fulfil mobility requirements for the post. The work will also require some evening and weekend working.

This document is supplied for information purposes only and does not constitute terms and conditions of employment.