

A copy of the Review of Government Advertising in Northern Ireland was copied to me for comment

In NISRA, we are responsible for directly recruiting our team of survey interviewers. The survey interviewers conduct interviews with members of the Northern Ireland population in their home on a wide range of topics covering employment, health, education, income and a number of other specialised and topical subjects. Whilst, we directly recruit new interviewers, we do so under the supervision and guidance of DFP Personnel and Recruitment Service.

We have teams of survey interviewers in small geographical pockets throughout Northern Ireland. We operate a process of targeted recruitment - ie we look to fill the gap in resources where it is needed rather than at the Northern Ireland level. Therefore, in addition to the three 'main' papers we place ads in the relevant 'local' newspapers when we run fresh interviewer competitions. In fact, we find that most of the successful applicants are more likely to find out about the vacancies through their local paper rather than the 'main' papers. We, therefore, are worried about the recommendation which states that

"Government will only advertise in publications with independently audited figures."

Whilst we understand and accept the principle underpinning the recommendation, it would be useful if the final report, while stating the above recommendation, did not rule out the use of publications without independently audited figures if it could be justified on the grounds of business need.

This may or may not be an issue for us. I would be hopeful that all NI weekly newspapers will respond to the six month call to put in place independent audited circulation.

The other issue for us is the reduced job title, location, grade/salary details. In specialised posts like survey interviewers, we feel that you need to provide some context/detail about the post in the ad. Again, will any discretion be allowed when advertising specialised posts?

I look forward to your response.

Brendan Morgan