

Role Profile

Corporate Communications Lead – Chief Executive's Office

ROLE SUMMARY

Part of the Office of the Chief Executive (OCE), the communications section is responsible for the development and implementation of the HPRA's communications activities. The section plays a central role in supporting the successful delivery of communications related goals as set out in the HPRA's Strategic Plan 2021 to 2025.

Reporting to the Communications and Information Manager, the Corporate Communications Lead will play a key role in the delivery of the HPRA's communications objectives which include:

- Building greater understanding and awareness of the HPRA as an organisation and of the role we play in respect of protecting public and animal health.
- Protecting and promoting the HPRA brand to establish trust and credibility among stakeholders.
- Delivering clear, targeted information on the products we regulate.
- Managing the HPRA's corporate communications channels incorporating information campaigns, media and brand management, and our digital communications activities.
- Supporting collaboration and engagement with key stakeholder groups including patients and healthcare professionals.

KEY RESPONSIBILITIES

- Strategic Objectives
 - Responsible for implementing core corporate communications activities that support the successful delivery of the HPRA's strategic plan and relevant goals. This includes communicating the work of the HPRA to members of the public and other stakeholders through media releases, publications, information campaigns and digital media.
 - Contribute to building awareness of the HPRA and protecting its reputation by ensuring that a regular flow of relevant information, regulatory guidance and news is presented through a range of communications and media channels incorporating both new and traditional platforms.
 - Consult with colleagues across the HPRA to understand communications requirements across different health products and to identify opportunities to enhance information provision to key stakeholder groups.
- Operational Objectives
 - Branding
 - Guardian of the HPRA brand with responsibility for ensuring consistent internal and external application of brand guidelines.
 - Information and Media Campaigns
 - Work collaboratively with departments to source content for proactive information and media campaigns in addition to supporting the HPRA's social media presence.
 - In conjunction with communications colleagues and external agencies, contribute to the development of creative concepts and materials in addition to supplementary media plans.
 - Coordination of urgent communication matters
 - Play a central role in the management of high-profile communications issues working closely with the Communications and Information Manager, other internal colleagues and external stakeholders as necessary.

- Media and Public Relations
 - Lead on internal management of media issues including oversight of day-to-day media queries working closely with internal subject matter experts and external advisors as necessary.
 - Lead on the production of clearly written, understandable and structured communications materials including press releases, Q&As, lines-to-take documents, articles and briefing materials.
 - Provide support to colleagues in preparing for media interviews and engagement, manage the provision of a media training programme and oversee the HPRA's media monitoring service.
- Publications and Design
 - Manage the development of the HPRA's annual report in addition to co-ordinating the design, proofreading and printing of corporate publications, leaflets and other materials.
 - Develop and manage other communications outputs such as corporate visuals, presentations, and videos.
- General Communications
 - Lead and manage the appropriate public tender procurement process for the appointment of relevant third-party agencies.
 - Support the Digital Communications Lead in the implementation of the HPRA's digital strategy incorporating the HPRA website and social media platforms.
 - Contribute to the current re-development of the website with a particular focus on the development of a user-focused design, improved navigation and accessible content.
 - Provide regular performance reports and evaluation of information campaigns and media coverage.
 - Represent the HPRA at relevant external meetings.
- Quality and Knowledge Management
 - Assist the Communications and Information Manager in ensuring that appropriate standard operating procedures and guidelines relating to communications activities are developed, implemented and maintained.
 - Remain up-to-date with best practices and trends in communications practices in addition to relevant developments in health products regulations and legislation.
 - Contribute to the development of the knowledge network across the HPRA.
- Performance Management
 - Report regularly on progress against specified objectives, tasks and KPI's.
 - Recognise good performance and promoting a culture of performance improvement.
 - Promote a positive, open, friendly and professional working environment.
- Team Development/People Management
 - Work with HR and the Communications and Information Manager in managing personnel in the group.
 - Contribute to the development of departmental training plans and a training scheme and development of relevant materials relating to communications activities.
- Communications/Customer Service (Internal)
 - Maintain effective working relationships with colleagues and stakeholders across the HPRA.
 - Ensure HPRA staff are informed aware of external communications activities and campaigns.
 - Promote and utilise the internal intranet to highlight communications materials and activities.
- General
 - Perform such other duties as the HPRA may reasonably require.

- Deputise in the absence, on business or leave, for the Communications and Information Manager.

QUALIFICATIONS AND EXPERIENCE

- To be considered for this post, candidates must have:
 - A third level qualification in communications, public relations, marketing, digital marketing or other related field. Candidates with other qualifications with relevant on the job experience and skills may be considered.
 - A minimum of 3 years relevant and demonstrable experience of successfully identifying, developing and executing corporate communications campaigns and content.
 - Experience in public relations including management of urgent matters, responding to media queries and proactive outreach.
 - Excellent writing and verbal communication skills with the ability to draft and edit a variety of content. In particular, the candidate should have considerable experience of drafting and editing content for publication demonstrating a high standard of written English.
 - Ability to quickly grasp complex information and communicate key messages clearly and simply to a range of stakeholders.
 - Experience in brand management and overseeing the development and design of corporate publications.
 - Proven ability to lead and deliver on parallel projects within tight timeframes.
 - Great attention to detail.
 - Demonstrable initiative, sound judgement and decision-making,
 - Collaborative working approach and an ability to contribute to cross-functional initiatives.
- In addition to this the ideal candidate will have;
 - Experience of risk communications.
 - A background in utilising digital communications channels and platforms.
 - In-depth knowledge of the Irish media and public affairs landscape.
 - Experience of public sector procurement processes.
 - Experience working for or with public sector organisation/s to deliver effective communications strategies.

REMUNERATION

Salary: €69,248per annum (*new entrants - incremental scale).

SUPERANNUATION

The new Single Public Service Pension Scheme ("Single Scheme") commenced with effect from 1 January 2013. All new entrants to pensionable public service employment on or after 1 January 2013 are, in general, members of the Single Scheme.

LOCATION

The successful candidate will be working in the HPRAs offices a minimum, of two days per week and can avail of working remotely up to a maximum of three days per week subject to the terms of the policy. The specific days each week when you work at each location will be determined by your manager. The HPRAs reserves the right to cease, vary or change the office/home location split during or after the review

period. Notwithstanding any applicable hybrid working arrangement, you may be required to work at any specified location as may be reasonably required by the HPRA from time to time.

HOURS OF DUTY

The hours of duty are fixed by the HPRA from time to time. The current arrangements are Monday-Friday (minimum 35 hours). Appointees are eligible to participate in the flexitime arrangements after a period of six months.

The HPRA are operating a hybrid model where work is carried out partly from the office (a minimum of 2 days per week) and partly using a remote working arrangement. This model permits an employee to carry out some of their duties at the HPRA offices and some from a remote location. This hybrid working model is subject to review.

DURATION OF POST

This is a three year fixed term contract post.

Note: The issuing of a 3 year contract is standard HPRA practice prior to moving to permanency for long term roles, such as this.

HEALTH

A candidate must be fully competent and capable of undertaking the duties attached to the position and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

ANNUAL LEAVE

Annual leave (exclusive of usual public holidays) is 22 days per annum.

DUTIES OF POST

The duties set out in the role profile (above) are indicative of responsibilities related to this role. As with all posts, the nature of HPRA business is evolving and flexibility is required in order to adapt to changing business needs.

CONFIDENTIALITY AND CONFLICT OF INTEREST

Employees are prohibited from having any personal or financial interest in any industry that the HPRA regulates from the date of appointment with the HPRA. All HPRA employees are required to declare any matter that could affect their impartiality or that could reasonably be perceived as affecting their impartiality. All new entrants are required to complete a declaration of interests prior to commencing employment in the HPRA. The HPRA's Conflicts of Interest Assessment provides guidance on the types of interests to be declared. Any interests declared will be evaluated and any potential conflicts will be addressed in line with that Assessment.

The HPRA deals with highly confidential matters including identifiable details pertaining to healthcare professionals, patients and commercially sensitive information. Employees are prohibited from disclosing any information in relation to the business of any person obtained in his/her capacity as an officer of the HPRA.

DATA PROTECTION

The General Data Protection Regulation and Data Protection Acts 1988-2018 apply to the processing of personal data and the HPRA is committed to complying with its legal obligations in this regard. For information on how we process your information during recruitment, please see our [privacy notice](#).

REFERENCES

The names and addresses of two referees to whom the applicant is well known but not related must be submitted with the application. Reference may be made to current and former employers without further notification of the applicant. Applicants having any reservations on this matter should so state at time of application.

CLOSING DATE

The closing date for applications for this post is **2nd April 2023**.

HOW TO APPLY

Applications should be submitted via the [HPRA Recruitment Portal](#).

INTERVIEWS

Applicants attending for interview may be required to prepare a presentation/complete a practical test - details will be notified to applicants who are shortlisted.

It is anticipated that interviews for this post will take place **mid April 2023**.

Note: The HPRA is not in a position to reimburse expenses incurred by candidates attending for interview.

COLLECTIVE AGREEMENT: REDUNDANCY PAYMENTS TO PUBLIC SERVANTS

The Department of Public Expenditure and Reform introduced, with effect from 1st June 2012, a Collective Agreement which had been reached between the Department of Public Expenditure and Reform and the Public Services Committee of the ICTU in relation to ex-gratia Redundancy Payments 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. Thereafter the consent of the Minister for Public Expenditure and Reform will be required prior to re-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) and the Minister's consent will have to be secured prior to employment by any public service body.

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 outlined 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.

* Candidates should note that entry will be at the minimum of the scale and the rate of remuneration may be adjusted from time to time in line with Government pay policy.

EQUAL OPPORTUNITIES

The HPRA is an equal opportunity employer. The HPRA will not discriminate against an employee or prospective employee in relation to the nine discriminatory grounds as per the Employment Equality Acts, 1998-2015

* Candidates should note that entry will be at the minimum of the scale and the rate of remuneration may be adjusted from time to time in line with Government pay policy.