

## Role Profile

# Corporate Communications Officer - Communications, Quality, Scientific Affairs and Communications

---

### ROLE SUMMARY

Part of the Quality, Scientific Affairs and Communications department, the Communications section is responsible for the development and implementation of communications activities which support the successful delivery of the HPRA's strategic plan and, in particular, the goal to ensure that users of health products are as well informed as possible.

Reporting to the Communications and Information Manager, the Corporate Communications Officer will contribute to the delivery of 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 platforms incorporating our digital communications activities.
- Supporting collaboration and engagement with key stakeholder groups including patients and healthcare professionals.

### KEY RESPONSIBILITIES

- Strategic Objectives
  - Contribute to communications activities that support the successful delivery of the HPRA's strategic plan and relevant goals.
  - 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.
  - Support the Communications and Information Manager in the development and implementation of the communications strategy.
  - 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
  - Brand management including oversight of brand guidelines.
  - Working collaboratively with departments to source content for proactive information and media campaigns in addition to supporting the HPRA's social media presence.
  - Supporting the Communications and Information Manager in managing communications for reactive issues such as product safety issues.
  - Supporting the HPRA's public relations activities including both proactive initiatives and reactive media queries.
  - Production of clearly written, understandable and structured communications materials including press releases, Q&A's, lines-to-take documents, articles and briefing materials.

- Managing the media calendar, arranging media training and overseeing the HPRA's media monitoring service.
  - Supporting stakeholder interaction and engagement in collaboration with internal colleagues.
  - Contributing to the development and implementation of public advertising campaigns.
  - Supporting the Digital Communications Officer in the implementation of the HPRA's digital strategy incorporating our website and social media platforms.
  - Review and editing of website content and contributing to planned re-development of the site.
  - Contributing to 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.
  - Developing and managing other communications outputs such as corporate visuals, presentations, and videos.
  - Contributing to consumer and stakeholder research activities.
  - Providing communications support to HPRA projects and events.
  - Preparing tender documents and project managing procurement processes.
  - Monitoring budgets for projects undertaken.
  - Engaging with external communications advisors and suppliers.
  - Representing the HPRA at relevant external meetings.
  - General communications support and administration duties as assigned. This includes general administration support such as file management, monitoring inboxes and fielding communications related queries.
- Quality and Knowledge Management
    - Working to the procedures and policies of the HPRA's Quality Management System.
    - Assisting the Communications and Information Manager in ensuring that appropriate standard operating procedures and guidelines relating to communications and information activities are developed, implemented and kept up-to-date.
    - Assisting the Communications and Information Manager to ensure that there are effective mechanisms in place to capture, store and communicate key information, experience and knowledge gained by the section.
    - Remaining up-to-date with developments in communications practices in addition to relevant developments in health product regulations and legislation.
- Performance Management
    - Managing, compiling and analysing communications statistics to track performance and outcomes, and identifying opportunities for improvement in communications activities where possible.
    - Reporting regularly on progress against specified objectives, tasks and KPI's.
    - Participating in HPRA's Performance Development Programme (PDP).
    - Promoting a positive, open, friendly and professional working environment.
- Communications/Customer Service (Internal)
    - Providing communications support and advice in addition to relevant briefings and updates to colleagues across the organisation.
    - Managing the production of the HPRA's internal staff newsletter.
    - Developing and maintaining effective internal working relationships.
    - Participating in regular section/department meetings and attending other internal HPRA meetings as deemed appropriate.
    - Ensuring HPRA staff are informed and aware of external communications activities and campaigns.
    - Promoting and utilising the internal intranet to highlight communications materials and activities.
- General
    - Perform such other duties as the HPRA may reasonably require.

## QUALIFICATIONS AND EXPERIENCE

- To be considered for this post, candidates must have:
  - o 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.
  - o A minimum of 2 years relevant and demonstrable experience of successfully identifying, developing and executing corporate communications campaigns and content.
  - o Experience in public relations including management of media and stakeholder queries.
  - o Excellent writing and verbal communication skills with the ability to draft and edit a variety of content. In particular, the candidate will be expected to have a high standard of written English.
  - o Ability to quickly grasp complex information and communicate key messages clearly and simply to a range of stakeholders.
  - o Great attention to detail.
  - o Experience of overseeing the development and design of corporate publications.
  - o Excellent organisational, planning and prioritisation skills, and an ability to work under pressure.
  - o Demonstrable initiative, sound judgement and decision-making,
  - o Collaborative working approach and an ability to contribute to cross-functional initiatives.
  
- In addition to this the ideal candidate will have;
  - o Experience of issue management and risk communications.
  - o Previous involvement in external stakeholder management and engagement.
  - o A background in utilising social media as a corporate communications tool.
  - o Knowledge of website content management systems.
  - o Knowledge of the design of infographics and other visuals to support corporate communications activities.

## REMUNERATION

Salary: €34,759 per 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.

## HOURS OF DUTY

The hours of duty are fixed by the HPRA from time to time. The current arrangements are Monday-Friday (minimum 37 hours). Appointees are eligible to participate in the flexitime arrangements after a period of six months.

## DURATION OF POST

This is a three year fixed term contract post.

## **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 **Monday, 16<sup>th</sup> November 2020**.

## 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 on **Wednesday, 25<sup>th</sup> November 2020**.

The HPRA will make reasonable accommodations for a person with a disability during the recruitment process.

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