

## Role Profile

# Digital 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 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 Digital Communications Lead will play a key role 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.
- Supporting collaboration and engagement with key stakeholder groups including patients and healthcare professionals.

### KEY RESPONSIBILITIES

- Strategic Objectives
  - Responsible for implementing the digital communications activities that support the successful delivery of the HPRA’s strategic plan and relevant goals. This includes the development of the HPRA’s new website as a key communication tool for interacting with stakeholders and an authoritative source of reliable regulatory information.
  - 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 our digital channels incorporating our website and social media platforms.
  - Consult with colleagues across the HPRA to understand digital communications requirements across different health products and to identify opportunities to enhance information provision to key stakeholder groups.
- Operational Objectives
  - Digital Communications
    - Lead on the development and implementation of the elements of the HPRA’s Communications Strategy as it relates to digital communications activities.
    - Manage, compile and analyse digital communications statistics to track performance and outcomes, and responsibility for proactively identifying opportunities for improvement in communications activities where possible.
  - Website Redevelopment/Ongoing Content Management
    - As a key member of the project team, advise both the Communications and Information Manager, ICT & Business Services (ICTBS) and Department leadership teams across the

- HPRA, on the planned redevelopment and subsequent maintenance of the HPRA corporate website. This includes design, navigation and content enhancements. The redevelopment project will commence in Q1 2023 following completion of the public procurement process.
- Lead on the delivery, from a communications perspective, of an accessible website that is compliant with Directive (EU) 2016/2102 on the accessibility of websites of public sector bodies. Advise and support colleagues in the development of accessible, structured website content incorporating Plain English principles to the greatest extent possible.
  - Lead on the provision of an expert training programme for HPRA website content developers.
  - Developing and managing communications outputs such as video, audio and live streaming.
  - Lead on the production of online promotional ads (using Google Display and promoted social ads), infographics, social banners and other digital imagery.
  - Social Media
    - Responsibility for the development, maintenance and implementation of HPRA's social media strategy and planning incorporating an ongoing social media calendar and analysis of performance and engagement.
  - Information Campaigns
    - Manage the relationship and monitoring performance of external suppliers including digital design and media purchasing agencies.
    - Carry out media buying activities for online advertising (display and social media) for specific information campaigns.
    - Lead on the appropriate public tender process for the appointment of relevant third party agencies.
  - General
    - Brand management ensuring the HPRA logo is utilised appropriately across all digital channels.
    - Supporting the HPRA's public relations activities.
    - Providing support to and managing assigned staff within the organisation's communications section.
- 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 digital 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, marketing, digital marketing, public relations or other related field. Candidates with other qualifications and with relevant experience and skills may be considered.
  - A minimum of 3 years relevant and demonstrable experience of successfully delivering digital communications strategies and content incorporating both websites and social media.
  - Experience in contributing to the ongoing development and maintenance of user driven websites.
  - Experience of utilising social media as a corporate communications channel, in-depth knowledge of social media tools and a proactive interest in digital marketing trends.
  - Knowledge of website accessibility.
  - Excellent writing and verbal communication skills with the ability to draft and edit a variety of content. This includes experience of applying best practices in writing for the web and Plain English.
  - Ability to quickly grasp complex information and communicate key messages to a range of stakeholders.
  - Experience in the use of website content management systems and digital marketing tools such as Google Analytics.
  - Great attention to detail.
  - Excellent organisational, planning and prioritisation skills, and an ability to work under pressure.
  - 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 a significant web development / redevelopment project incorporating content development, user engagement and experience, and accessible design.
  - Knowledge of the Sitefinity content management system.
  - Experience of direct media buying activities for online advertising (display and social media).
  - Knowledge of the design of infographics, social banners and other ad hoc online images.

- Experience of multimedia content creation, including photo/video editing and design.

## **REMUNERATION**

Salary: €65,260 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.

## **DURATION OF POST**

This is a one-year fixed term contract as a result of maternity leave.

## **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 in line with the Hours of work and attendance policy.

## **LOCATION**

This role is being offered as part of our current hybrid working model. The successful candidate may avail of working remotely which consists of a minimum of two days per week in the HPRA offices, based in Kevin O'Malley house, Earlsfort Terrace, Dublin 2 and any remaining may be worked from a remote location. The specific days each week when you work at each location will be determined by your manager. This hybrid working arrangement is subject to review.

The HPRA 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.

## **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. The appointee will be required to

demonstrate flexibility and anticipate that the role, activities and responsibilities will change in line with business needs and as the organisation develops.

## 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

## 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.

## CLOSING DATE

The closing date for applications for this post is **20<sup>th</sup> November 2022**.

## 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 **29<sup>th</sup> November 2022**.

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

## 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.

## 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](#).

## **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 Policy 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 policy.

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.

\* 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.

## **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.