

## Role Profile

# Digital Communications Officer – Communications, Quality, Scientific Affairs and Communications

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### 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 Digital 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
  - Responsible for implementing the digital 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 our digital channels incorporating our website and social media platforms.
  - Support the Communications and Information Manager in the development and implementation of the communications strategy incorporating digital communications activities.
  - 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
  - Implementation of social media strategy and planning incorporating an ongoing social media calendar.
  - Posting updates regularly while carrying out analysis of performance and tracking social engagement.

- Working collaboratively with internal departments to source content for proactive social media activity.
  - Responsible for website content management and contributing to content development in conjunction with subject matter experts.
  - Managing website and social media communications for reactive issues such as product safety issues.
  - Utilising Google Analytics, or other relevant tools, to produce regular report on website effectiveness and performance.
  - Developing written content for publication, including website and newsletters.
  - Contribute to design enhancements and ongoing development and improvement of the HPRA's website, ensuring timely delivery of agreed project plans.
  - Developing and managing communications outputs such as video, audio and live streaming.
  - Assisting in the design of infographics, social banners and other ad hoc online images using Photoshop or similar in addition to online graphic-design tools and apps.
  - Supporting the development of public advertising campaigns, leading on digital components.
  - Oversight of search engine optimisation (SEO), online promotional ads using Google Display and promoted social ads.
  - Brand management ensuring the HPRA logo is utilised appropriately across all digital channels.
  - Assisting with the design, proofreading and printing of corporate publications, leaflets and other materials.
  - Supporting the HPRA's public relations activities.
  - Monitoring digital communications budgets and invoice payments.
  - 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 best practices and trends in digital communications practices in addition to relevant developments in health products regulations and legislation.
  - Performance Management
    - Managing, compiling and analysing digital 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)
  - o Maintain effective working relationships with colleagues and stakeholders across the HPRA.
  - o Ensuring HPRA staff are informed aware of external communications activities and campaigns.
  - o Participating in regular team/section meetings and attending other internal HPRA meetings as deemed appropriate.
  - o Promote and utilise the internal intranet to highlight communications materials and activities.
  
- General
  - o 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, marketing digital marketing, public relations 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 developing, executing and delivering digital communications content.
  - o 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.
  - o Experience in the use of website content management systems and digital marketing tools such as Google Analytics.
  - o Experience of multimedia content creation, including photo/video editing and design.
  - o Great attention to detail.
  - o Ability to quickly grasp complex information and communicate key messages to a range of stakeholders.
  - o Excellent writing and verbal communication skills with the ability to draft and edit a variety of content.
  - 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 Knowledge of the Sitefinity content management system.
  - o Knowledge of website development and html and UI design.
  - o Knowledge of the design of infographics, social banners and other ad hoc online images using Adobe creative suite or similar and in addition to online tools and apps such as Canva and Infogram.

## **REMUNERATION**

Salary: €34,077 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 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. 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.

## 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 to 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 **15<sup>th</sup> October 2019**.

## INTERVIEWS

Applicants attending for interview may be required to undertake a practical exercise - details will be notified to applicants who are shortlisted.

It is anticipated that interviews for this post will take place on the **24<sup>th</sup> October 2019**.

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.